

Valentine Morby Fundraising Consultants

How to guides

HOW TO SET UP A HIGH VALUE
GIVING (HVG) PROGRAMME



How to set up a High Value Giving (HVG) Programme

What is a HVG?

I have come across many charities that have close supporters who are always able to take a table at an event or write out a cheque for £500 whenever there is an urgent appeal. However, they do not give on a regular basis and research tells you they do not have the capacity to make a major gift of £5,000 plus.

How then, do you keep these supporters close to your work and, crucially, how do you turn their sporadic but welcome support into a regular high value gift? Well one way is to create a HVG, which is simply a regular giving programme where the level of gift is between £500 and £5,000 plus. You will instantly know a HVG when I say that they are usually called names something such as Ambassadors, Associates, Patrons of etc.

The most effective HVG is based not simply on the level of annual donation and the benefits but about the member agreeing to act as an advocate on behalf of the charity – to speak positively on your behalf and, wherever possible, recruit new supporters.

Furthermore, your HVG materials are produced with the input of trustees and warm supporters so, from the very outset, there is a sense of engagement, ownership and a different way of doing things, which can help create a real buzz around the organisation.

VM Fundraising are experts in setting up these programmes to fit in with your charity's ongoing fundraising strategy. And remember, you can name it anything you like, whatever you feel is appropriate to your charity.

The benefits

As fundraisers, we know that people give to people. We also know that in most walks of life, people take more notice of what their friends and peers have to say than a sales person or by a representative of a particular charity or not-for-profit. Furthermore, we know that an affiliation to the cause and a strong relationship with the charity is one of the main reasons why people give significant gifts to charity.

Setting up a HVG is an excellent way for a small to medium sized charity of developing relationships with key supporters, helping to extend your philanthropic networks and developing your long-term major gift potential.

Benefits of being an Ambassador

The benefits of becoming an Ambassador depend on your organisation but Ambassadors should receive special recognition for their position. You can consider easy access to the CEO, an annual private Ambassador reception, special events etc.

Remember, the closer a supporter feel to an organisation the greater their gift.

If you want to discuss setting up an Ambassador programme or to develop your major gift programme contact Valentine Morby on 07855 292828 or vmorby@vmfundraising.org