

**CATHOLIC SCHOOL ADVANCEMENT DAY**  
**April 12, 2010**  
**Advancement Track II – Session III**  
***“Major Gifts Officer Personal Story”***

**OUTLINE**

- I Purpose**
- II IDENTIFICATION OF MAJOR OR POTENTIAL MAJOR DONORS**
- III VISITS/CONVERSATIONS/CULTIVATION**
- IV DOCUMENTATION/FOLLOW-UP**
- V SIGNIFICANT RESULTS TO DATE**
- VI MY NEXT STEPS IN IDENTIFICATION**