

Playing for the Majors:

Big-League Gift Strategies FTW

GCPC'25

Overview

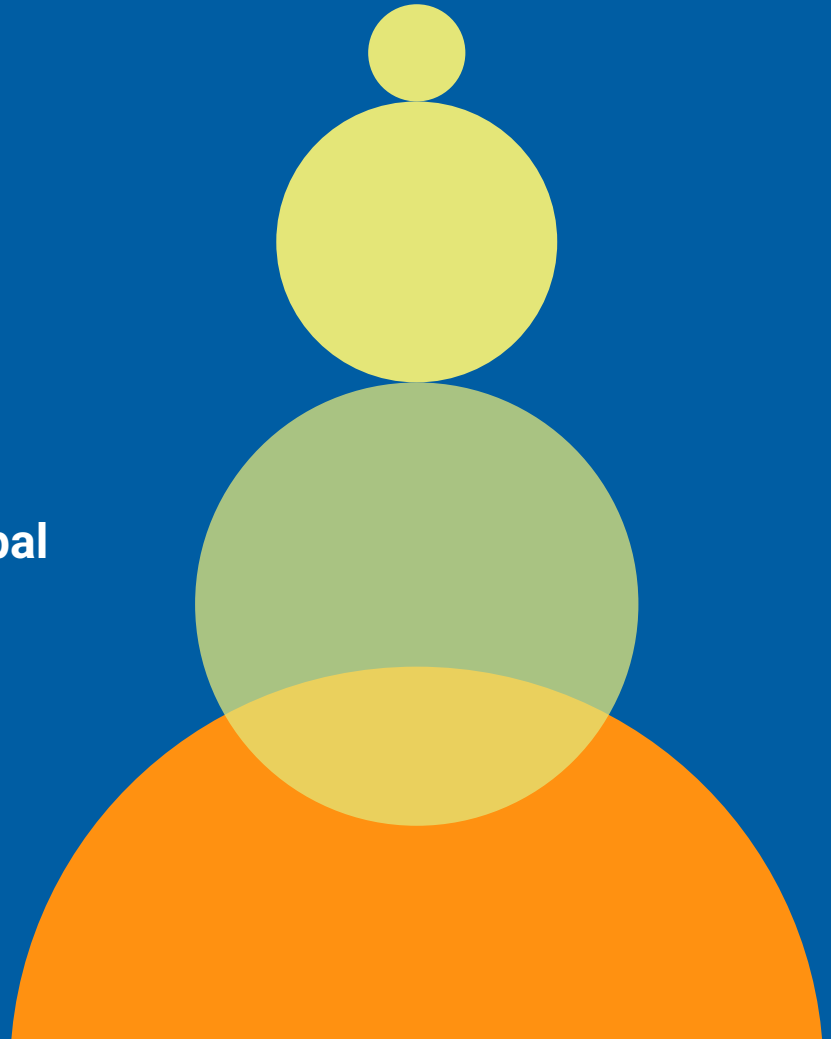
Tools that support donor-centered strategies and revenue growth



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The Current Reality:

Challenges Facing Major and Principal
Gift Officers



Universal Hurdles in the Field

- Time Management & Efficiency
- Securing Visits/Meetings with High-Capacity Donors
- Navigating Donor Expectations Amid Growing Complexity
- Customization, Urgency, & Impact Measurement

“Donor expectations are complex and constantly evolving. Market shifts, political influences, and competing priorities add layers of difficulty, making it harder to secure meaningful time and maintain consistent momentum.” - CofC ED for Principal Gifts

“Growing the middle of the donor pyramid takes time and intentionality. Between travel, portfolio management, and administrative demands, it’s a real challenge to give these prospects the personalized attention needed to move them toward \$50K–\$500K commitments.” - CofC MGO

National Philanthropic Landscape

Overall Trends in Giving (from 2025 *Giving USA* survey)

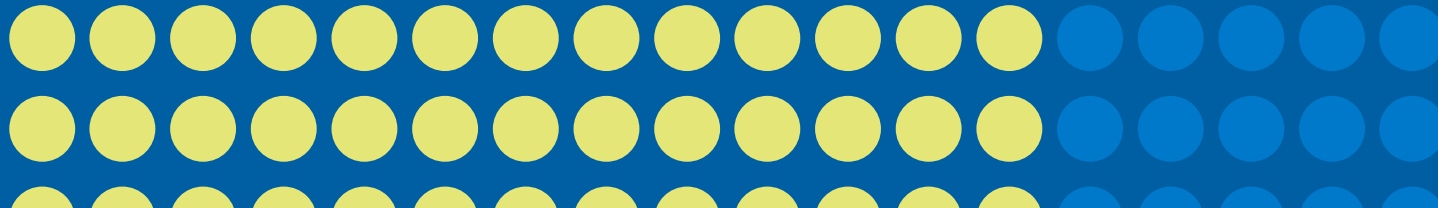
- Total giving up by 6.3%
- Giving by individuals increased by 8.2%
- Giving by foundations increased by 2.4%
- Education subsector #3: 14% of total gifts received

Shifts in Donor Behavior and Priorities

- Personalization & Impact
- Multi-year, restricted giving
- Next Gen Engagement
- Selectivity Amid Uncertainty
- Policy & Advocacy Giving
- DAFs & Family Foundations

Implications for Major/Principal Gift Strategies

- Act As Advisors
- Prioritize Efficiency
- Deepen Personalization
- Long Term Partnerships
- Engage Families & Next Gen
- Navigate Complexity

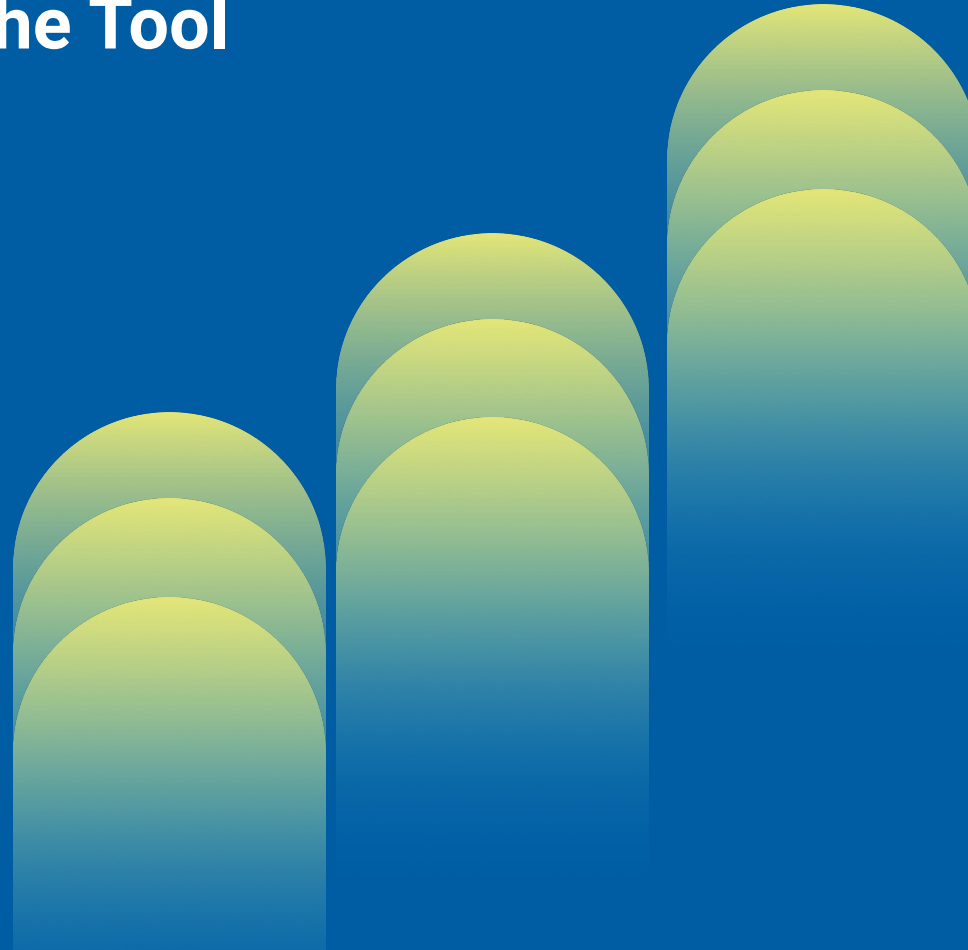


Gift Officer: A Game Changer for the Major Gift Pipeline



Why We Chose to Adopt the Tool

- Scalability
- Efficiency
- Donor-Centricity
- Internal Alignment



Three Features Creating the Most Value at CofC

- AI Contact Reports

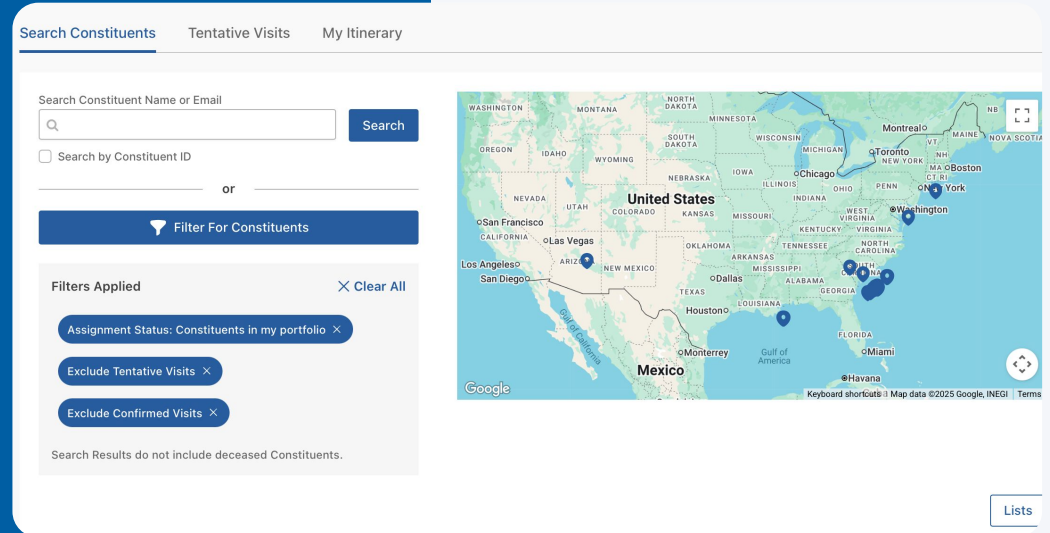
Streamlined reporting, more time spent with donors, less time spent on admin

- Trip Planner

Smarter travel, high return on visits; visibility for leadership and collaboration across regions

- Solicitation Plans

Track momentum and next steps; reduce stalled asks; better alignment with campaign strategy



“It used to take me 30 minutes to write a report – now it’s 5”

Demonstrated Impact (FY25)

75

major and principal gifts
influenced by GC GO

90 Days

average time to close

33% Increase

FY26 Pipeline Growth

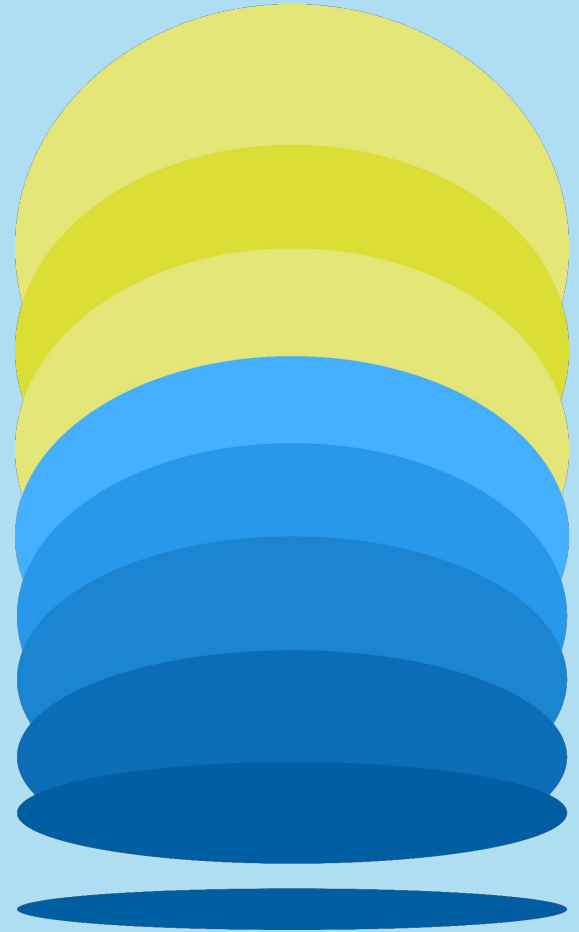
“The time I’ve saved using GC Gift Officer is time I’ve gained back with donors. It’s helped me stay on top of my portfolio and move prospects through the pipeline faster than ever.”

“At the principal gift level, every interaction needs to be strategic. GC Gift Officer helps us prepare, plan, and follow through with precision, which has been critical for closing transformational commitments.”

Where we’re going next: additional integrations, team trainings, deeper personalization

Conclusion

- Challenges are real – but surmountable with the right tools and mindset
- GC Gift Officer is not just a platform – it's a culture accelerator
- Future-focused teams embrace innovation, data, and personalization



Let's Connect!

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Q&A



How are you scaling major gift work?