

Questions for Donor Cultivation Planning

Major Giving

1. Do we believe this donor has the capacity to make a one-time giving decision of \$\$\$\$\$ for HVA and/or one of its programs? (Limit = 20 X Largest Gift)

If not, what number might represent their individual maximum?

2. What might motivate this donor to consider such a gift of that amount?
3. What specifically would this donor need to know before being likely to agree to such a gift?
4. Where are we now with respect to the donor's potential for a major gift (of any size)?

D. We are just beginning to get to know them –

Action: Introduce them to other organizational leaders, invite them to organizational events and particularly those that introduce or feature several different projects or programs, and/or ask them what intrigues them most about the organization.

C. They are warming to the org and the mission, but haven't yet signaled an interest in a specific project or program –

Action: Take them descriptions of various projects or programs and see which ones light up their enthusiasm and/or listen for their initiative about various issues. What do THEY want to do?

B. They have a known interest in a specific project or program, but may not be connected enough emotionally to make a significant gift request likely –

Action: Invite them to visit the project site, host an event (could be a lunch) for others in support of the project, or otherwise stand in support of the project or program. *"If we pull this off can we come to you for support?"*

A. They are ready to be asked for a special gift toward a specific project or program –

Action: Go ask!

5. What kind of timeline do you think we could work with? (Limit = 3 years)
6. How can we use this year's cultivation and annual gift solicitation to advance that cause?

Annual Giving

7. Related to their annual gift (Renewal), what should we ask for? (Limit 4 X Most Recent Gift)
8. What should they see from us between now and their renewal month to make a yes answer more likely?
9. What is the next thing the donor will see from us and when?

Cultivation Options

Organizational Events

Personal invitation

Meeting and greeting at the event

Follow-up after

Special events

Strategic Plan presentation

Meal with update/briefing

Fishing/floating/hiking trip

Little Gifts

Volunteer activity

House party

Tour

Special news

Send Annotated Annual Report

Annual renewal

Note on renewal letter

Thank you for gifts (call preferred)