

## Fund Raising = Constant Cultivation

*Like other growing things, donors and donor prospects must receive constant cultivation if they are to continue to show an interest in your work and support you with larger gifts year after year. Be ever on the lookout for ways you can thank and involve donors in your project. Committed donors will happily support your efforts if they know their efforts (financial and otherwise) are appreciated.*

*Here are some ways you can cultivate new and repeat donors.*

- ❖ Involve key prospects that you know in early decisions about fund raising goals and methods
- ❖ Ask many people to add names to a prospect list, as well as to rate and screen the list
- ❖ Include detailed information about fund raising goals in your newsletters and e-mail updates
- ❖ Feature your lead donors through photographs and interviews in your publications
- ❖ Ask your donors to provide quotable testimonials for your newsletters and fund raising brochures
- ❖ Explain planned gifts by, for instance, printing the real story (with permission) about the bequest your program received.
- ❖ Offer regular tours of your program activities.
- ❖ Ask your champions to hold private gatherings (receptions, information sessions, etc.) to attract and educate other prospective donors.
- ❖ Use personal notes to cultivate relationships with donor prospects. Send a note with an interesting newspaper clipping; write a sympathy note or a congratulatory note.
- ❖ Always send timely acknowledgements for financial contributions and for volunteer time.
- ❖ Honor donor intent and use gifts for intended purposes.
- ❖ Recognize donors publicly through listings, etc.