

DONOR DEVELOPMENT WORKSHEET

Identification – who, if they knew enough about the agency and were approached in the right way, might be interested in helping to support this work

Question: Who can I identify who might be interested in supporting our group's work?

Cultivation – build their knowledge, interest, understanding of what we do, how special we are at what we do, and how it's a community of people that supports it

Question: What needs to happen so that the people you have identified in item #1 know enough about the organization (and are positively impressed) so that they are ready to be asked to join its pantheon of supporters?

Solicitation – ask for the gift (the right amount for the right project in the right way/timing)

Question: How does this person (these people) need to be asked? For how much? For what reason? By whom?

Recognition – appreciation and understanding of how important and meaningful their gift has been to the organization, what it has made possible

Question: How can we recognize this person (these people) in a way that is meaningful to him/her? What is my role in that process?
