



# **Donor Cultivation Strategies**

## **AFP Fort Lauderdale/Broward County**

**March 11, 2010**

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**Approved for 1.5 contact hours by**

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# The Steps to Getting a Gift

- Identify



- Cultivate



- Solicit



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# Cultivation Events/Activities



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# Donor Cultivation

- One-on-One Cultivation
- Cultivation Events





# One-on-One Cultivation

- Moves Management
  - Visits to donors
  - Tours/On-site visits
  - Lunch
  - Breakfast
  - Other ideas?



## Cultivation Events

- Choose Your Audience
- Select Your Event
- Keep Meetings Short
- Have a Purpose
- Tell Your Story
- Ask for Input



## Choose Your Audience

- Individuals
- Local Business Leaders
- Government Leaders
- Industry Specific Groups—
  - Bankers
  - Realtors
  - Insurance people
  - Media
  - Pastors



## Select Your Event

- Breakfast
- Luncheon
- Dinner
- Cocktail Party
- Focus Groups



# Have a Purpose

- Advice
- Community Awareness
- Volunteers
- Donors



# Tell Your Story

- Testimonials
- Video
- Power Point
- Written Materials
- Tour of Facility



# Ask for Input

- Q & A
- Questionnaire
- Follow Up



# Asking for Advice

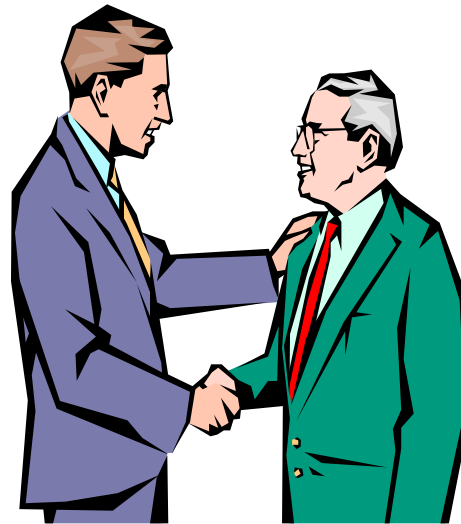
- Ask for money, and you'll get advice; ask for advice and you'll get money!





# The “Advisory” Committee

- Do you want advice, or more?



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# Finding and Involving Corporate Leaders

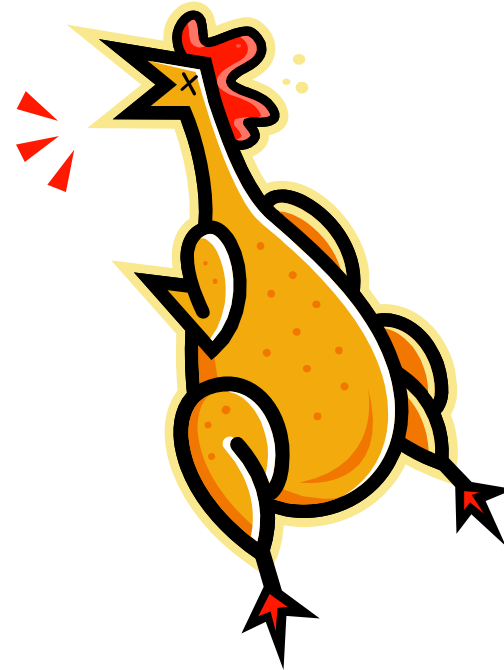


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# Some Important Tools

## 1: The “rubber chicken circuit”





## Some Important Tools

2: Knowing your case and being able to present it to the business community





# Some Important Tools

## 3: Working with the business community



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# What Do Donors Look For?

- The Bottom Line
- Efficiency
- Impact on Community
- Partnership Opportunities
- Recognition



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# Developing a Plan



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# Cultivation Activities

- Meeting with individual donors: the 95/5 Rule
- Set a reasonable goal
- Involve the right people



# Cultivation Events

- Select your audiences
- Determine your events:
  - breakfast meetings
  - lunches
  - cocktail parties
- Who will host these events?
- Develop your agenda



## The Board's Role

- Hosting Cultivation Events/Activities
- Opening Doors
- The Development Committee



# Building Networks



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# Finding Cheerleaders

When volunteers take ownership of the organization, they become evangelists/cheerleaders for your cause.





# Questions



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# Thank You

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