

## 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)