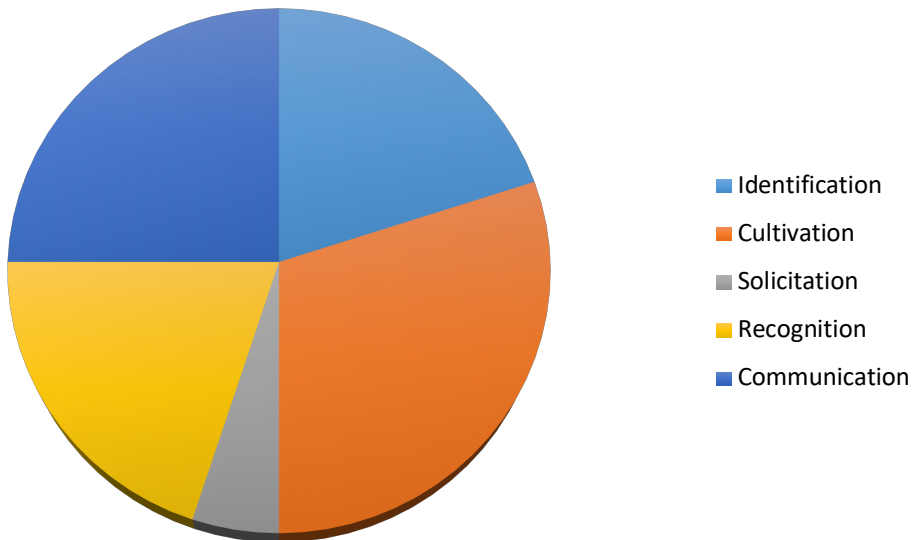




## *The Development Cycle*

- *Identification*
- *Cultivation*
- *Solicitation*
- *Acknowledgment & recognition*
- *Ongoing communication*



## **What Board Members can do to Enhance Fundraising**

### **Identification:**

*Add contacts to the mailing list*

*Provide insight to giving potential of prospects*

*Facilitate introductions for staff to individuals or to groups where you have a contact*

*Assist in recruiting new board members with capacity and connections*

*Acquire donor lists from other sources – event programs, annual reports, etc.*

*Distribute invitations and other promotional material to targeted individuals, organizations, and/or markets*

### **Cultivation**

*Make “Thank you calls” to donors*

*Write personal notes - appeal letters, post- events or campaigns*

*Speak to community leaders*

*Host a friend-raiser where staff can speak*

*Help with “Donor Recognition” event*

*Invite people for site visits*

### **Solicitation**

*Ask for donations in lieu of personal gifts*

*Host fundraising event where staff can speak*

*Identify and personally ask potential honorees for a fundraising event.*

*Contact local businesses to seek an “in-kind” donation— auction, sponsorships, etc.*

*Request a contribution from one of your contacts—in person or by letter, email, text*

*Make a personal “Ask” to selected individuals with staff*

*Increase your own donation each year or make a multi-year pledge*

### **Using Network(s)**

- > Family > Friends > Neighbors > Colleagues @ Work > Alumni > Neighborhood Groups
- > Chamber of Commerce > Professional Associations > Social clubs > PTA > Other?