

CULTIVATING DONORS

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SHARE A VISION

- ❑ Be clear about the organization's purpose, project goals, activities, and expected outcomes
- ❑ Know the research and evidence that supports goals
- ❑ Keep the vision statement simple
- ❑ Describe the need and importance of achieving the vision
- ❑ Identify what you need to advance this vision



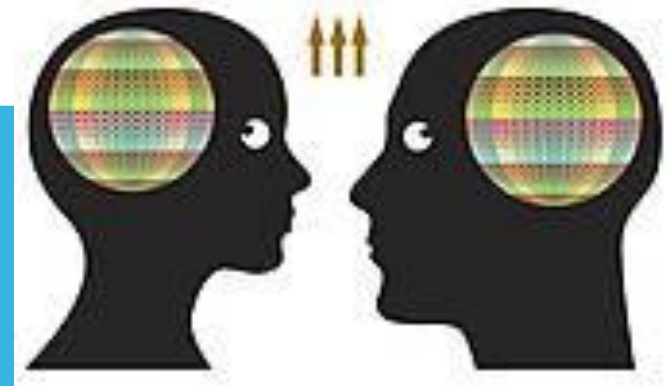
SHARE SUCCESSES

- ❑ Find MANY opportunities for communications to inspire and engage
- ❑ Describe the activities completed and goals achieved
- ❑ Build confidence in the capacity of those involved in the organization or project
- ❑ Share implications of accomplishments and future directions



IDENTIFY THOSE WITH SHARED GOALS

- Leverage the contacts within the organization
- Get to know those working toward similar goals
- Identify how you can contribute to their vision
- Be aware of emerging trends and new directions
- Plan for the “4 Rs of Cultivation”
 - Research, about 25% of time
 - Romance, about 60% of time
 - Request, 5% of time
 - Recognition, 10% of time



MAKE CONNECTIONS

- ❑ Get an introduction through others you know
- ❑ Make personal connections and build relationships
- ❑ Be persistent:
 - “You need to touch someone 12 – 24 times before you get funding, sometimes over the course of one to two years.”
 - Randi Thompson, CEO, KidSave
- ❑ Know what they want to get out of the partnership
- ❑ Deliver on promises, deliverables, proposals, presentations - do whatever is asked
- ❑ Show you are accountable and worth the investment



TAKE TIME TO REFLECT

- Reevaluate the goals, accomplishments, and challenges of the organization and efforts to cultivate donors
- Consider what partnerships have been established and which should continue to be pursued
- Identify what other partnerships need to be developed and who else might support goals

