

DONOR DEVELOPMENT

A framework for increasing and sustaining donor gifts.

A. Why Donor Development?

- 80% of your contributions come from 20% of your donors
- 90% of what you need is in your donor data base

B. Vital Steps in Donor Development

1. Cultivate
2. Solicit
3. Receive
4. Record
5. Acknowledge
6. Review
7. Prospect
8. Cultivate

C. Vital Principles

1. Excellent record keeping
2. Prompt expressions of gratitude
3. Cultivate donors
4. Publicize your donor's generosity

D. Why Donors Don't Repeat Contributions

1. They may prefer to share their gifts with others
2. They may feel their gift does not matter
3. They may procrastinate and feel it is too late