

Stages of Fundraising

Cultivation

- Building relationships with potential donors.
- Generating interest in your organization.
- Sharing information about your organization– history, programs, finances, etc.
- Sometimes called “friend raising”.

Solicitation

- Requesting financial support from donors.
- Determine the reasons for giving to focus the request.
- Develop a case statement to outline rationale for support.
- Evaluate to understand what makes “the ask” successful

Stewardship

- Maintaining relationships with donors.
- Thanking donors and letting them know the difference their gift made.
- Finding opportunities to recognize donors.
- Inviting to special events.
- Sharing updates from the organization – keep them connected.
- Evaluation of successful solicitation.

To succeed in fundraising, you must know four things:

- The mission of the organization
- The goals of the organization
- How to ask
- How to overcome fears