

## **THE DONOR GROWTH STEPS & FUND-RAISING STRATEGIES**

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| <b>5. Planned Gift Partner</b>           | <b>• Personal Contact Only</b>  |
| <b>4. Capital &amp; Endowment Donor</b>  | <b>• Personal Contact Only</b>  |
| <b>3. Special &amp; Major Gift Donor</b> | <b>• Personal Contact<br/>• Personal Letter<br/>• Personal Phone</b>  |
| <b>2. Renewed - Upgraded Donor</b>       | <b>• Personal Contact<br/>• Personal Letter<br/>• Personal Phone</b>  |
| <b>1. 1st Time Donor</b>                 | <b>• Direct Mail<br/>• Telefunding<br/>• Internet<br/>• Fund-Raising Benefit<br/>• Media<br/>• Door-To-Door</b> |