

## The Development Process

<u>The Objective</u>	<u>The Process</u>	<u>What Is Required</u>
Consider all possible prospects	Develop all-encompassing lists	Refine lists, identify, research
Convert possible prospects into probable prospects	Test list effectiveness, identify links and associations to us	Refine to a manageable constituency
Convert prospects into donors	Build on links, test interest, ask, acknowledge	Solicit: Personal visits, telephone, mail, special events
Convert first-time donors into renewed donors	Build on interests and links, ask, acknowledge	Report on use of gift, invite to renew
Increase the Gifts	Research, build on interests, links, inform, ask, acknowledge	Report, involve, invite to renew and increase gifts; use membership concepts
Secure special gifts (\$1,000+)	Continue research through links, involve, build upon interests, ask, acknowledge	Tell about special needs, how money is used, solicit personally; invite to memberships
Secure major gifts (\$10,000+)	Use all links to validate as major prospects, ask, acknowledge, reward, credit	Involve in our organization: planning, case evaluation, need determination, cultivation events, personal contacts and personal letters
Secure leadership gifts (Most outstanding gifts)	Continue involvement through links, add to interests, foster desire to give, ask, acknowledge, reward, credit	Report, involve as important advocates, involve through cultivation events, personal reports, personal contacts
Secure Planned-Deferred Gifts	Continue involvement, create feeling of belonging to, and identification with, our organization, foster mutuality of interests	Strengthen links, strengthen involvement