

Donors & Prospects
Identification And Cultivation

- If the organization serves a clientele unlikely to be able to make gifts, those client-users may lead to sources of funding. They might be residents of a municipality or neighborhood that is a focus of funding for a community foundation. Or they might be employees or relatives of a corporation that has a charitable giving program.
- Every organization should also assemble a database of persons acting as stewards of other people's money at foundations, corporations and governmental agencies that give to non-profits in their community. Professional program officers of foundations and governmental funders (this includes directors and other senior paid management involved in recommending and approving grants); trustees of foundations; and corporate contributions managers, CEOs, and other highly placed managers, all need to be made aware of an organization's value.
- Some of the tactics you could employ when courting stewards of other people's money include:
 1. Invite them to visit your facility
 2. Introduce them to people who have benefited from your organization
 3. Invite them to come see your organization at work
 4. Invite them to your annual meeting
 5. Schedule a lunch for them with members of your board of trustees
 6. Make sure they are on your mailing list
 7. Invite them to a "social" event with your trustees and staff