

Major Gifts

"Seven Contacts With Donors Between The Asks"

We all agree that the true cultivation and stewardship processes to secure and retain major gifts must be much more than the request, gift and acknowledgement.

Some fund-raising advisors tell us that seven or so additional contacts should be made. Whether seven, more, or less, we want to do as much as we can to make those donors know we truly appreciate and treasure their gifts and that we want them to be part of our "family."

Here are some of the suggested ways to accomplish those objectives:

- 1) Have them on your newsletter mailing list
- 2) Send personal holiday greeting cards
- 3) Inform with newspaper articles and other publicity
- 4) Invite to an Open House
- 5) Have them inspect new programs or services in action
- 6) Send the annual report to them in advance of the general public
- 7) Arrange "thanks" from client-users of your programs and services
- 8) Invite as your guests to special, paying, events and benefits
- 9) Have your Trustees invite them for lunch in their corporate dining rooms
- 10) Inform and involve through their Internet and e-mail resources

More ideas of your own:
