**Prospect Funnel**

All Suspects
Names & Other Information

Research
Determine Capacity & Connection

Viable Prospects
Make Initial Assignments

# Fundraising Process

## Moving a suspect to a lifetime donor and investor

Introduction
This is us and This is What We Do

Information
Specific Answers to Prospect's Questions

Cultivation
Sharing the Vision

Solicitation
Asking For Support and a Partnership

Stewardship
Ongoing Contact and Affirmation

**Timeline**

# Activity Checklist

Steps are date sensitive and customized for each prospect to ensure progress is being made toward solicitation or engagement and closing the agreement.

**Introduction**

- ❑ Sketch out a prospect profile, update their giving history.
- ❑ Write out reasons why the prospect may want to give and start on a plan for solicitation. Address competing philanthropic interests, other known impacts. Discuss in committee and develop a comprehensive plan. Discuss among volunteers and staff.
- ❑ Determine the solicitation team of staff and volunteers. Identify who in a company, foundation, organization, or family can say yes to a gift, and who their influencers are.
- ❑ Initiate a telephone call, referral or introduction to create a meeting.

**Information**

- ❑ Mobilize the solicitation team. Deliver the Case for Support and any other materials that introduce the organization and take any steps that give the prospect information with which to build their file on the organization.
- ❑ Have a conversation with the prospect and adjust strategy to reflect this if necessary.
- ❑ Deliver any specific information requested by the prospect – project-specific information to increase awareness and focus, tailored to the prospect and addressing their interests.
- ❑ Respond to prospect's continuing requests for information.

**Cultivation**

- ❑ Connect fundraising team members with the prospect's family, advisors, etcetera. Conduct site visits & information receptions – tours, visit programs, invite to regularly scheduled information sessions and make sure they attend.
- ❑ Obtain outside and independent testimonial support from current partners, sponsors & supporters known to the prospect, and have these people share their information with the prospect.

**Solicitation** (sequence will vary depending on the prospect)

- ❑ First meeting – focus on key areas of interest, hear prospect's ideas, listen for agreement, present funding project activities and outcomes.
- ❑ Second meeting – verbal and written response to prospect's questions; check accuracy of information and messages that staff and volunteers are hearing in meetings with the prospect.
- ❑ Senior level contact – arrange for their peers to call and give testimony, involve senior staff, Board and volunteers.
- ❑ Additional meetings if necessary – continue to focus on the request, set a timetable for winding up discussions.

**Agreement & Stewardship**

- ❑ Manage response to request. Yes, No, and Maybe are the only possibilities.
- ❑ Write gift agreement – provide written record for the donor's file.
- ❑ Implement stewardship and ongoing relationship plan (project updates, visits, event invitations, etc.). Remember that the gift is the beginning of the relationship, not the end.