



C6 KNOWING YOUR DONOR

THE DONOR CYCLE

The following fundraising cycle is applicable to any direct ask.

IDENTIFICATION – WHO COULD WE ASK?

Whether you are searching for an individual donor or a new foundation you need to first have a “wish list” of those you would like to approach. This may be done through Internet research or by Community Engagement Committee brainstorming sessions. A prospect list of potential donors in your community should be created and you should note who the best “natural partner” (the person with the best connection to the prospect) would be to manage the relationship.

CULTIVATION – GETTING TO KNOW THE PROSPECT

This is a bit like dating! Once you have made an early introduction and there is clear interest in the cause/program you then dedicate some time getting to know each other. You need to get to know the prospective donor and understand more about their giving priorities and they also need to spend some time getting to know more about the TAH program. It is important to be donor centered in your approach. We want to connect donors to programs based on their philanthropic priorities, not ours, so listen carefully to their interests.

Some donor cultivation activities include meetings, program tours, invitations to events, presentations, lunches, etc. Choose activities that seem a good fit for your prospect. Speak to your Community Engagement Committee chair to confirm your budget for such activities prior to your meetings.

SOLICITATION- THE “ASK”

Once you have answered all of the prospects questions during the cultivation stage you will have a good idea when they are ready to ask for a gift. Trust your instinct on this one! It is not uncommon for prospective donors to self-identify their giving intent.

You may wonder how much to ask for. This is a very common question. You will be provided with training in this area before you are sent off to ask for gifts.



An individual ask should be straight and to the point. When you are ready to ask remember to use words you are comfortable with and have practiced.

A corporate and/or foundation ask is more than likely an application. Make use of your proposal template for this and feel free to ask the Vancouver office for feedback prior to submitting it.

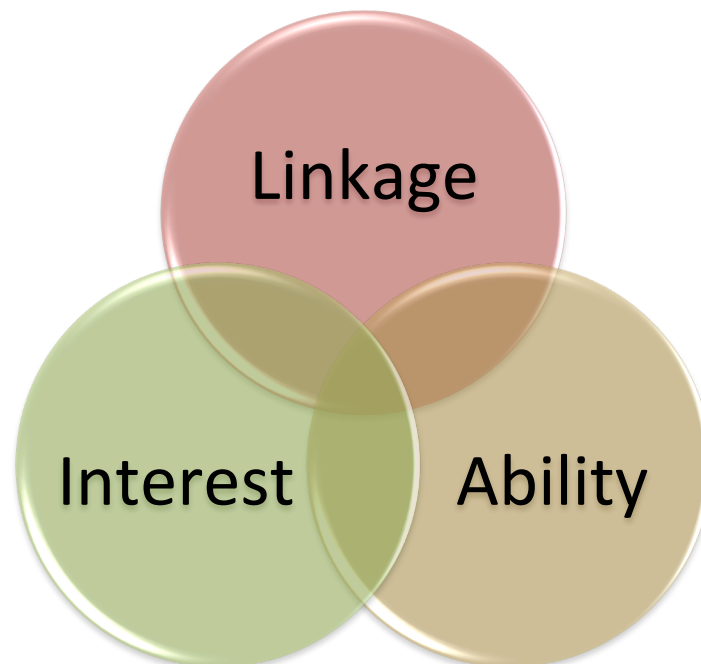
A service club or other community-based organization may ask you to present to their membership and then submit a written proposal.

ACKNOWLEDGEMENT/STEWARDSHIP

Believe it or not, saying thank you is the most important step! You can't say it enough so please be grateful for the support you've been given. TAH will ensure the gift is integrated into their thank you processes but a direct thank you is a must. Pick a sincere thank you method whether it is a hand-written thank you card, phone call, in-person visit or combination of those.

WHO TO LOOK FOR

Current or prospective donors must have some degree of linkage, ability and interest in supporting your organization.





take a hike
YOUTH AT RISK FOUNDATION®

LINKAGE: Means the donor or potential donor has a direct relationship to the organization. We can put the name of any local philanthropist on our prospect list but if we don't have a way in to see them there is no point in having them on our list. A link could be past support or event attendance but the very best link is someone who knows both you and the prospect and who is willing to make the introduction.

ABILITY: Is the donor able to give at the levels required to meet fundraising goals? We could have someone who has a direct connection to us and is very interested in the organization but if they do not have the capacity to give then there is no point in pursuing them as a donor. There are a number of ways they could become involved rather than donating.

INTEREST: The donor must show some interest in the organization and its mission. Introductory meetings provide insight into the prospective donor's area of interest. During those meetings we gauge their interest in supporting Take a Hike.

CONFIDENTIALITY

By now you can see you will be involved in many conversations about people in your community. It is important that you maintain confidentiality throughout this process and as a volunteer on this Community Engagement Committee you will be asked to sign a confidentiality and conflict of interest agreement. This agreement is meant to protect both you and TAH throughout this process.