

20 Ideas for the Cultivation of Prospects and Stewardship of Donors

1. Invite them for a visit and tour of your facilities
2. Take them out for coffee, lunch or dinner
3. Write a personal handwritten note of thanks
4. Send them articles that are of interest to them
5. Make a personal thank you phone call for donations over \$XXX
6. Ask for their opinion and advice
7. Ask them to join the Honorary Board, Advisory Board or your Board of Directors
8. Send a photograph of them having fun at one of your events
9. Invite them to join delegations or go on trips
10. Send videotapes about your agency's work
11. Establish a donor recognition wall
12. Ask them to fill out a survey on how you are doing, where you are missing the boat, and their suggestions on how you could (insert name of project)
13. Feature one of your donors in your newsletter
14. Bestow an honorary degree or some other award
15. Invite them to participate in strategic planning session
16. Ask them to review your prospect list and give you feedback
17. Let donors know what you achieved with their money
18. Host periodic receptions for existing and prospective donors
19. Send them a birthday greeting
20. Celebrate milestones anniversaries when they have been with your organization for five, ten and 25 years