

WELCOME TO:

**NONPROFIT NETWORK**

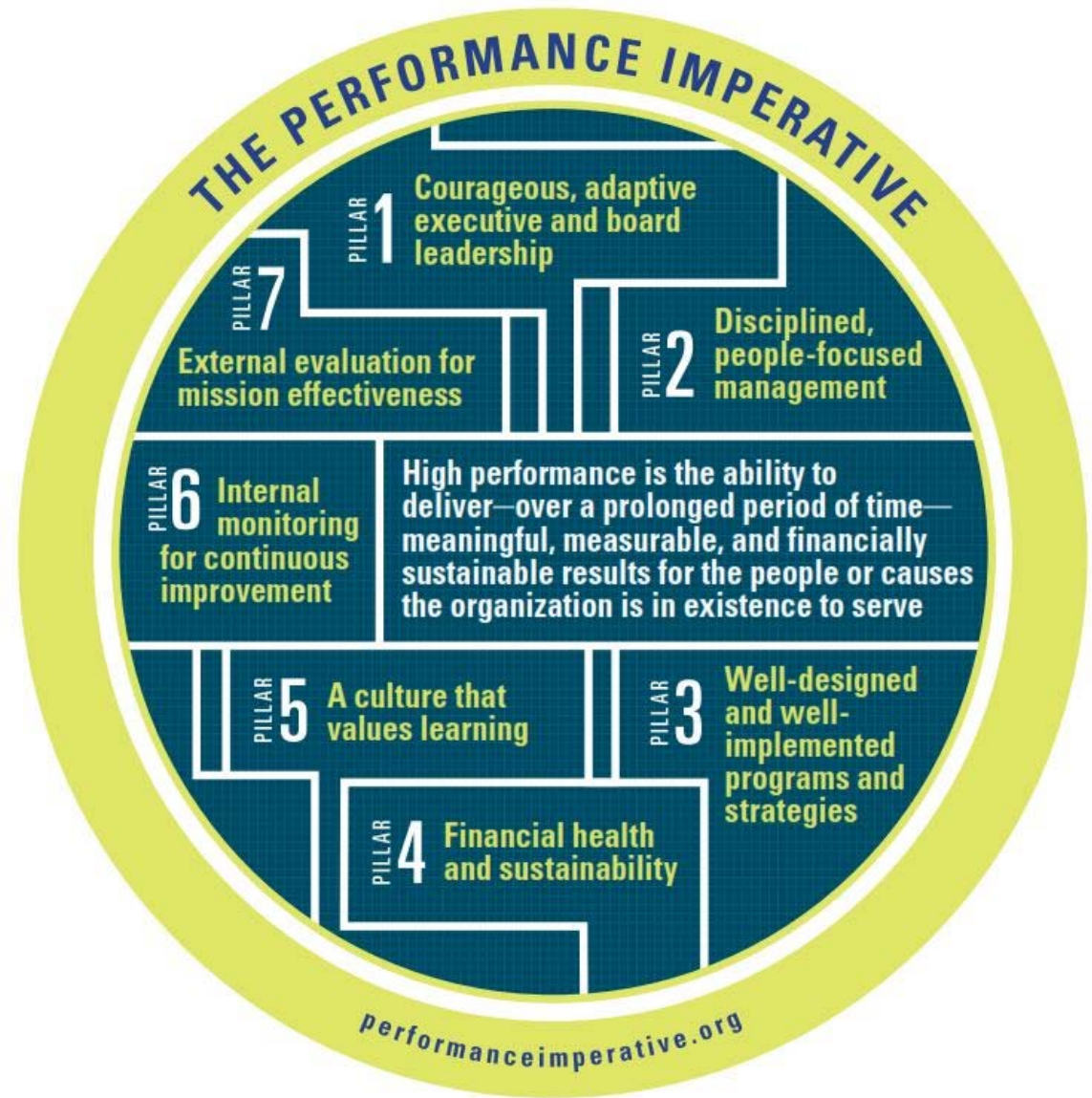
---

PANELISTS' PERSPECTIVES:  
THE PROCESS OF  
DONOR CULTIVATION &  
MAKING THE ASK

The materials you see in today's session (PPT, handouts, etc.) will be available on Cooper Foundation's website after the session.

# THE PERFORMANCE IMPERATIVE

A FRAMEWORK FOR  
SOCIAL-SECTOR EXCELLENCE



PILLAR  
**4** FINANCIAL HEALTH AND  
SUSTAINABILITY

In high-performance organizations:

**THE BOARD & SENIOR MANAGEMENT:**

- Take charge of their organization's financial destiny
- Establish strong systems for financial stewardship
- Nurture the external financing relationships



# Authentic Questions

1. Where/from whom did you learn to be generous?
2. What do you think of our organization/mission?
3. What has been the source of your success?
4. Why did you first give to our organization?
5. What about giving do you enjoy the most?
6. Why do you suppose others give to us?
7. What change/outcome/impact would you like to see result from your giving?
8. How does your giving reflect your values?
9. If you had a family or personal mission/slogan, what would it be?
10. How do you spend your time outside of work?

# Changing Our Mindset: Asking vs. Inviting

- **Asking**

- Comes from a place of need
- Don't want to inconvenience
- They may not like the request
- Their response is about me

- **Inviting**

- Comes from a place of power
- I'm offering something of value
- Your response is not about me

# Rosso's Concentric Circle Constituency Model



# DONOR DEVELOPMENT CHART

## Donor Commitment Continuum

	Ignorance	Awareness	Interest	Experience	Participation	Ownership
Description	<ul style="list-style-type: none"> <li>I may or may not recognize the name of the organization.</li> <li>I am not familiar with what the organization does.</li> </ul>	<ul style="list-style-type: none"> <li>I have heard of the organization.</li> <li>I recognize the name of the organization.</li> <li>I have a rough idea of what the organization does.</li> </ul>	<ul style="list-style-type: none"> <li>I share the values of the organization.</li> <li>I believe the organization's cause is a good one.</li> <li>I am likely to read/scan the organization's promotional literature.</li> <li>I may contribute occasional small gifts relative to my financial capacity.</li> </ul>	<ul style="list-style-type: none"> <li>I have seen/heard/felt the results of the organization's work.</li> <li>I know the people in the organization.</li> <li>I attend the organization's activities and events.</li> <li>I believe the methods the organization uses to accomplish its mission are good.</li> <li>I believe in the organization's leadership.</li> <li>I am likely to contribute repeated and/or annual gifts relative to my financial capacity.</li> </ul>	<ul style="list-style-type: none"> <li>I participate in the organization's activities and events.</li> <li>I take on leadership roles when asked.</li> <li>I serve on committees and boards when asked.</li> <li>I go beyond giving money to contribute time and energy to the organization as well.</li> <li>I trust the people in the organization.</li> <li>I feel like part of the organization.</li> <li>I contribute repeated and/or annual gifts relative to my financial capacity.</li> <li>If my finances allow, I may contribute major gifts for special projects when asked.</li> </ul>	<ul style="list-style-type: none"> <li>I volunteer to take on leadership roles when I see a need.</li> <li>I volunteer to serve on committees and boards.</li> <li>I continually seek new ways to advance the mission of the organization.</li> <li>My membership in/affiliation with the organization is an important part of who I am.</li> <li>I consider the organization's mission to be my own personal mission.</li> <li>I am likely to make repeated major gifts for special projects when asked.</li> <li>The organization receives the vast majority of all my philanthropic giving.</li> </ul>
Donor Perspective		<ul style="list-style-type: none"> <li>Do I know what the organization does?</li> <li>Do I agree with what the organization does?</li> <li>Do I want to learn more about this organization?</li> </ul>	<ul style="list-style-type: none"> <li>Does this organization share my values?</li> <li>Is this organization's cause important to me?</li> <li>Do I trust the development professional?</li> <li>Do I believe in the leadership of the organization?</li> </ul>	<ul style="list-style-type: none"> <li>Is this organization doing a good job?</li> <li>Do I approve of the methods used to accomplish the mission?</li> <li>Do I believe in the leadership of the organization?</li> <li>Am I getting an adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)?</li> <li>Am I willing and able to give more to this organization?</li> <li>Are my contributions appreciated?</li> </ul>	<ul style="list-style-type: none"> <li>Are we doing a good job?</li> <li>Are we using the best methods to accomplish the mission?</li> <li>Are my contributions appreciated?</li> <li>Am I getting an adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)?</li> <li>Do I feel valued and valuable?</li> <li>Do I enjoy my association with the organization and its people?</li> <li>Do I believe in the leadership of the organization?</li> <li>Can I afford to give more?</li> <li>Can I make the greatest contribution in this organization?</li> </ul>	<ul style="list-style-type: none"> <li>Am I proud of the job we are doing?</li> <li>Are we using the best methods to accomplish the mission?</li> <li>Are my contributions appreciated?</li> <li>Am I getting an adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)?</li> <li>Do I feel valued and valuable?</li> <li>Do I enjoy my association with the organization and its people?</li> <li>Can I afford to give more?</li> <li>Can I make the greatest contribution in this organization?</li> <li>Can I ensure that the organization continues the work after I'm gone?</li> <li>Do I want to leave behind a legacy?</li> </ul>

As constituents move to the right on the Commitment Continuum, they must be engaged by a wider range of people from the organization.





