

Preparation for Cultivation of Prospective Donors

1. **Identify ways you will get potential donors' attention.**
2. **Ask each board member to recommend 5-7 individuals who may be prospective donors.**
3. **Each board member must understand and be committed to the purpose and mission of the Community Foundation.**
4. **Each board member must be an ambassador for the Community Foundation.**
--Create a convenient-size card for them to carry that provides basic language and key concepts for discussing the Community Foundation
5. **Each board member must know the product you are selling.**
6. **Each board member must be a customer of the Community Foundation.**
7. **Host quarterly prospective donor gatherings for the purpose of introducing the Foundation and getting to know what matters to the prospective donors.**
8. **Assign a board member to each donor for the event to answer questions and "get to know the donor's charitable interests".**
9. **Determine follow up plan for each prospective donor.**
 - Who will send initial follow up thank you note?
 - What is the next step for this prospective donor? Date and time for follow up.
 - Who will be responsible for following through on the next step?
10. **Identify what the prospective donor thinks about the Community Foundation?**