

THE SEVEN STEPS OF FUNDRAISING

This Seven Steps of Fundraising is a useful tool to take the donor on a journey, at their time and pace.

1 - Identify your potential donors

Who are your potential donors? Always start with those closest to your organisation. Are there any hidden gems in your database? Remember that donors who may be giving small sums but have the potential to give a significant gift given the right approach.

2 - Research potential donors

Research the people you've identified – are they good prospects? What can you find out about them? There is increasing amounts of public information available, search engines, rich lists, Who's Who etc. but it is often soft information that is most valuable so find out who may know your prospects – ask your directors, existing donors who are close to you.

3 - Plan for potential donors

A plan should be tailored to their motivations. It can take some time to successfully engage a key prospect.

4 - Involve the donor

Cultivate and engage the donor in order to build a relationship with them.

5 - Ask the donor

If you can get away with it, never mention money at the 'ask', instead ask them to get involved and pledge their support. Tell them about what their gift could achieve.

6 - Thank the donor

Do it as soon as you receive the donation!

7 - Stewardship

These are your best prospects for future donations and you need to treat them accordingly. What creative approaches can you use to ensure they feel valued and part of your future plans?