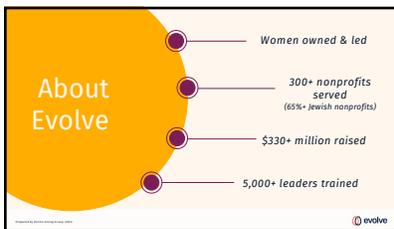




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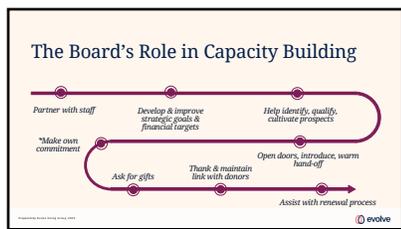
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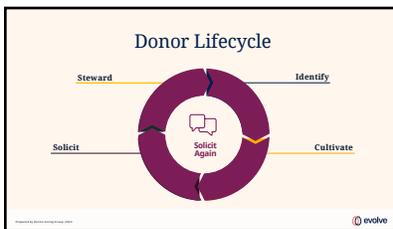
9

Tools to Build Confidence

- Training
- Coaching
- Strategy support
- Feedback & Discussion
- Case/Messaging

- Toolkit:
 - Case
 - FAQs
 - Elevator Pitch
 - Impact Evidence
 - Common Objections & Responses

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Definitions

Solicitation

is a **once-a-year**, one-step, one-way, one-dimensional contact.

Cultivation

is a **year-round**, gradual, open-ended, multi-dimensional process.

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Key Major Donor Qualities

- Ability to make a meaningful gift
- Belief in the school's mission
- Connections within the school

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Moves Management: Moves You Can Use

Email	Meet	Invite	Experience
<ul style="list-style-type: none"> • Articles • Videos • Photos • Books • Newsletters • Resources • High holiday greetings 	<ul style="list-style-type: none"> • ED, HoS • Department Chair, • Principal • Development team • Board chair • Students/teachers • Board members 	<ul style="list-style-type: none"> • Programs & events • Active outings (tennis, golf) • School visits • Donor recognition events • Webinars • Shabbatonim 	<ul style="list-style-type: none"> • Tour the school or program • Committee meeting • Board meeting • Annual meeting • Class service • tiklun olam event or performance

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