# **STEWARDSHIP**

Strengthening Your Relationship: make sure to stay in touch with your donors. Revisit the six stages of the fundraising cycle and keep long-term goals in mind to achieve success.



Get to know your donors and potential donors. Who are they? How do they align with your mission? Why are they a potential donor?



# RECOGNITION

Never underestimate the importance of appreciating your donor.

# THE STAGES OF FUNDRAISING

# **QUALIFICATION**

Identify donors and potential supporters by analyzing their giving history, financial capabilities, interests, and engagement areas to create a priority list and maximize donations.

# **SOLICITATION**

Ask for donations based on what you know. Custom the ask based on the donor or prospect and what you learned during the cultivation stage.

### **CULTIVATION**

Engage donors and prospects. Speak to them, ask questions and build trust.
This is not a stage to ask for money or support.



www.LG-Philanthropy.com