

HOW TO MAXIMIZE A CULTIVATION VISIT

Mark Randall, CFRE
Executive Director
Pontifical North American College

Petrus Development Conference
January 7-10, 2018 | San Antonio | Texas

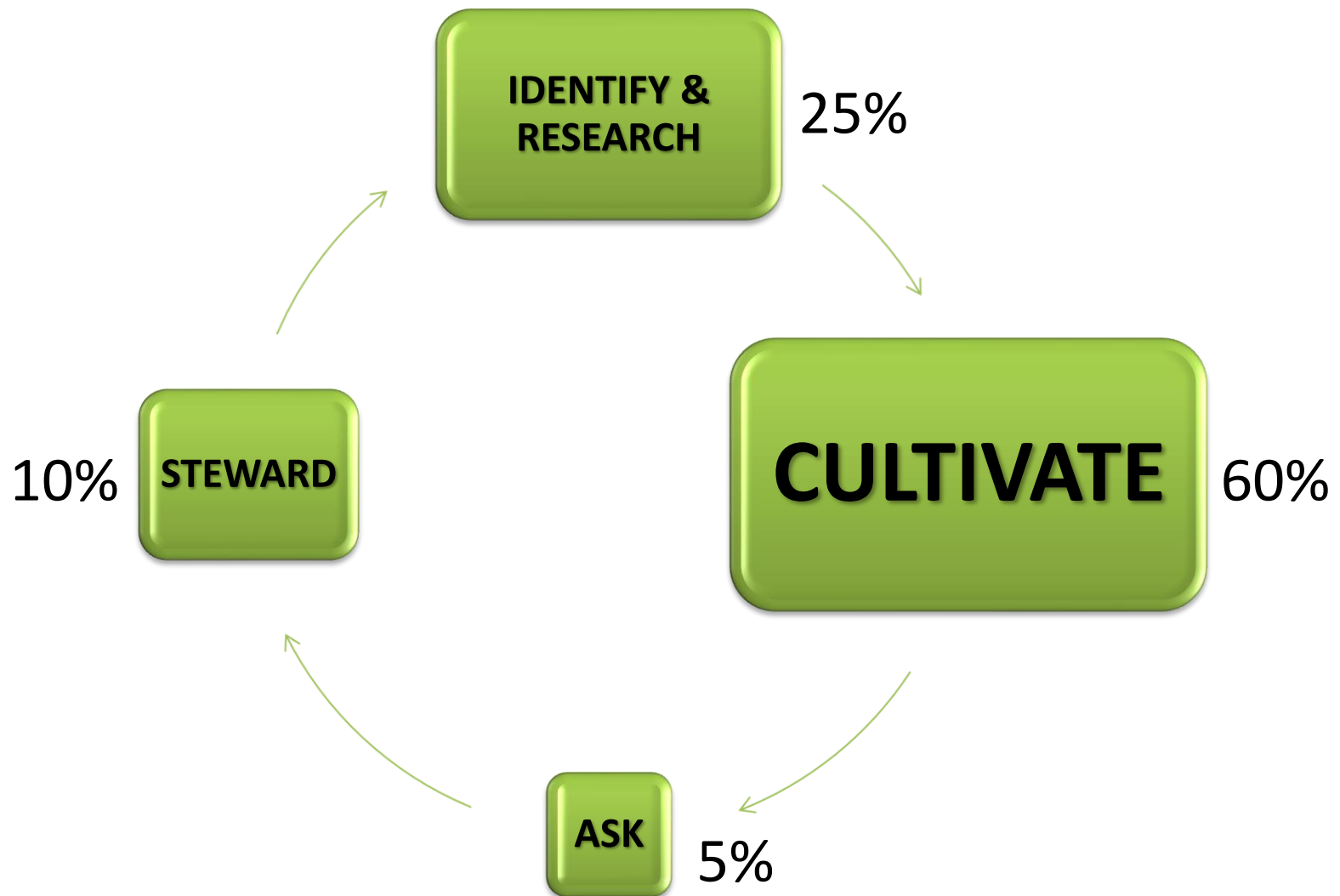
PETRVS
DEVELOPMENT

What is Cultivation?

“Fundraising is the transformation of relationships into financial support.”

- Fr. Tony Trosley

The long process... of building a relationship
... that will sustain a request... to invest in
your mission.



Cultivation vs. Discovery

- **Discovery**: research to learn as much as possible about a prospect to identify linkage, capacity, interest, etc.
- Most discovery takes place *before* you ask for the appointment...however:
 - More often than not, the best discovery is done with the prospect!

3 Goals of Cultivation Work

1. Build (or deepen) a relationship
2. Find out what they think or feel
3. Determine the Next Action (NA)

Types of Cultivation

- Personal written communications
- Phone calls, emails, texts
- Sending gifts
- Events (friendraisers vs **fund**raisers)
- Face to face visit

Getting the Appointment

...is 90% of the work!



Planning For the Visit

- Learn about your prospect (discovery)
- Know your purpose and hoped-for NA
- Have an ask ready
- Send a reminder email/notecard
- Teams: rehearse who says what, and when

The Meeting!

- Location variables
 - Public place (restaurant, coffee shop, etc)
 - Their office
 - Their home
 - Your organization
- Know your time limit
- Always leave with a NA

The Conversation

- Pacing and directing the flow of chat
- Listening (2/3) vs talking (1/3)
 - Ask prompting questions, open ended
 - Engage early with follow-ups = sets tone
 - Successful people are used to doing all the talking
 - Introduce your talking time
 - *“I’d like to briefly tell you about a service project our students are doing over the Christmas break...”*

Teamwork during the visit

- Plan in advance, rehearse if necessary
- Play to your strengths
 - *CEO, Exec.Dir* = program, spiritual ♥
 - *Dev. Dir.* = mechanics, funding 💻
- Common failure: CEO talks too much

Post Action

- Write the call report ASAP
- Send a thank you and reiterate the NA
- Enter the NA into your tracking system
- Teams: critique the visit and each other

Stewardship Visits

- We are always moving the donor up – this requires stewardship and more cultivation
- Begin and end with thanks for past support
- Visit = like two old friends catching up
- Mention projects that are coming up
- Never forget the role you play (fundraiser!)

How Long to Cultivate?

- The Donor Cycle is perpetual
- Major gifts may take months (18+) to cultivate
- Donors: Learn > Trust > Engage
- We must balance being donor-centered vs. goal-oriented
- Eventually you must ask for the investment!

Dealing With Challenges

- “You don’t need to come see me”
- “This isn’t a good time for me... too busy”
- “That doesn’t sound like a good project”
- The Go-Away gift
- Bad Vibes ☹️

Your examples?

Q&A

HOW TO MAXIMIZE A CULTIVATION VISIT

Mark Randall, CFRE
Executive Director
Pontifical North American College

Petrus Development Conference
January 7-10, 2018 / San Antonio / Texas

PETRVS
DEVELOPMENT