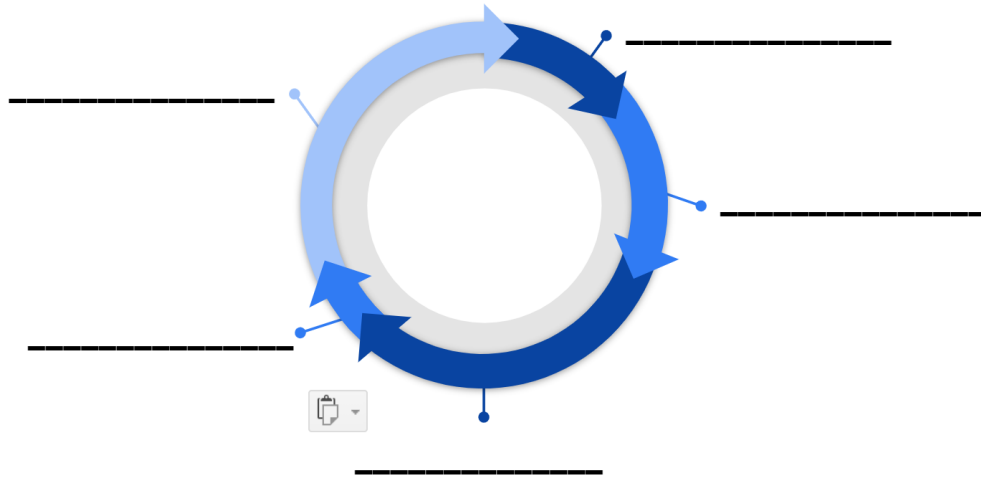


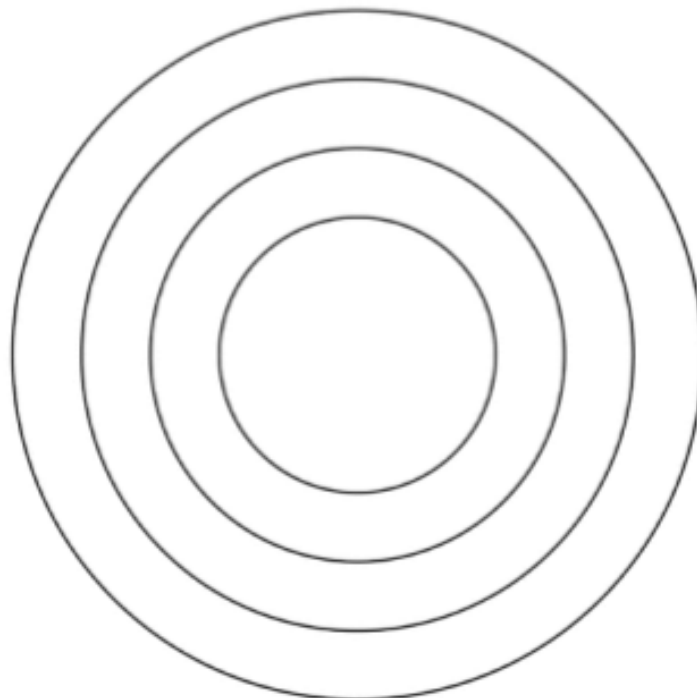
THE DONOR CYCLE

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Step 1 - _____

Constituency Circles (adapted from Henry Rosso, *Achieving Excellence in Fundraising*)



Step 2 - _____

What does LIA stand for?

L = _____ I = _____ A = _____

What tools will you use for prospect research? _____

Step 3 - _____

Which active/effective cultivation strategies you will use?

What other strategies can your organization deploy to cultivate donors? _____

Step 4 - _____

When is the next webinar? _____

Step 5 - _____

What is the minimum you must to thank a donor? _____

What other stewardship strategies will you use? _____
