



Keeping Donor Cultivation OUT of the Parking Lot

LOCKE STEP
P A R T N E R S

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1. Decide up front who is the primary contact

2. Dedicate 30 minutes a day to cultivation (write TY notes, make phone calls, enter donor notes into data system, develop individual strategies)

3. Dedicate time each week to review with your team the current “short” list. Assess the progress and assign next steps.

4. Track Metrics to measure your progress.

Number of donor calls completed
Number of donor meetings scheduled
Number of donors meetings completed
Number of donor communications sent (letters, emails)
Misc. touch points (newsletter, events)
Dollars raised

5. Build donor cultivation into existing programming

Annual fundraiser
Program launch
Client events
Donor recognition

6. Establish an “Attitude of Gratitude”

Keep a stack of TY notes on your desk
Write Thank you notes every day
Include Board and Campaign Committee in thank you notes to donors
Remember to thank staff, vendors, partners, etc.