Philanthropy Cycle

Cultivation: Building the relationship. Getting to know donors’ values, beliefs, and experiences. Engaging the prospect in different activities and preparing to make an ask.

Solicitation: Making the ask. Only when the donor is ready. They must know it (the ask) is going to happen, thought and care is put into the how.

Stewardship: Recognition and the continued engagement of donors. Share the impact of the gift, what happened because they chose you to invest in. This is the beginning of the relationship for the donor.