

# MAJOR DONORS



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# WHO ARE THEY?



- Are they rich?
- Are they philanthropic?
- Do they understand you?
- Are they ready to give?



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# THE CULTIVATION INCUBATOR?



RESEARCH

RELATIONSHIPS /  
NETWORKING

CASE FOR SUPPORT

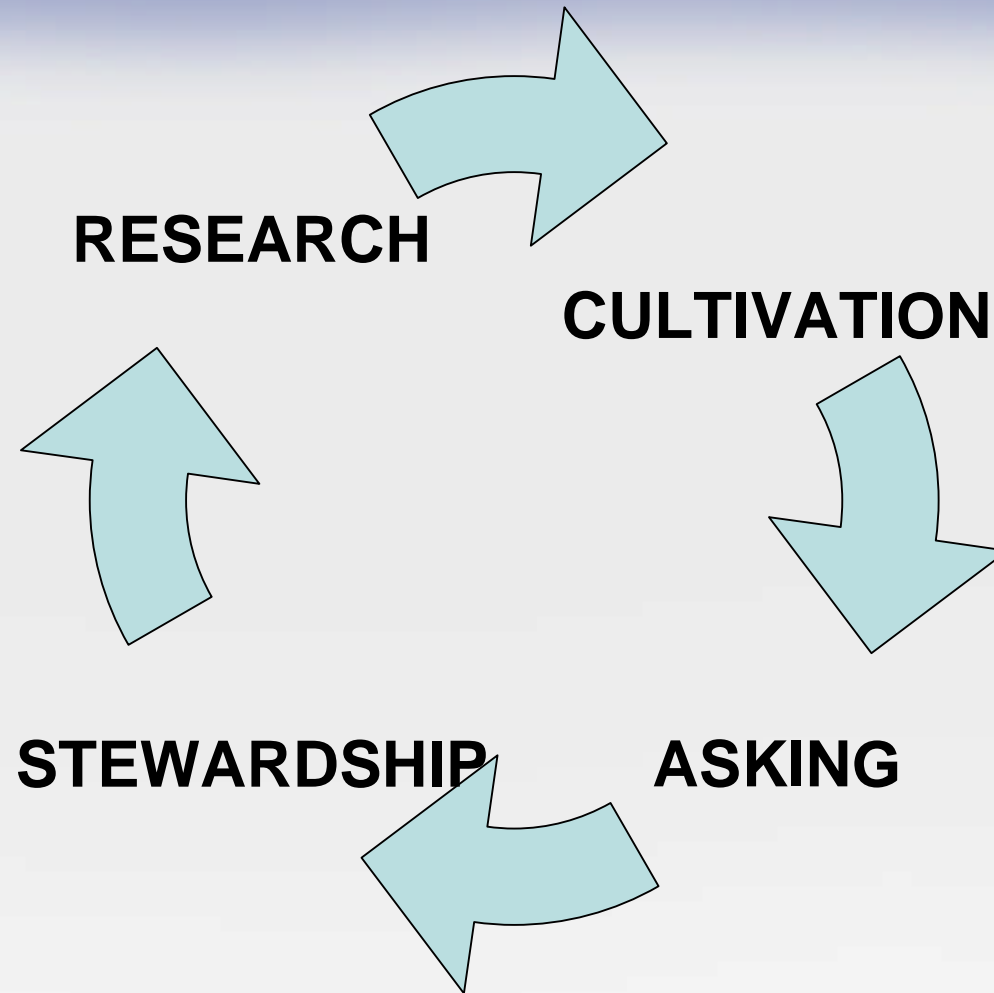
CULTIVATION EVENTS

ASKING

STEWARDSHIP



# THE FUNDRAISING CYCLE



# RESEARCH



# RELATIONSHIPS



- Passion
- Inspiration
- Emotion + Logic



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# NETWORKING



# CASE FOR SUPPORT



- Facts & Figures
- Emotion & Logic
- Cost & Benefit
- Key Supporters



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# CULTIVATION EVENTS



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# ASKING



“It is better to ask for too much and fall short than to ask for too little and succeed.”



# PLEDGES



# THE RIGHT TIME



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# STEWARDSHIP



- Fulfil your promises
- Cultivate again
- Ask again



## WHY DO THEY GIVE?



“They give because they feel **passionately** about your work and want it too succeed.

They feel like that because you have **inspired** them.”

QUESTIONS?



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