



MACINTYRE ASSOCIATES
partnering for mission

DONOR CULTIVATION

Your donors are your organization's most valuable asset because with their help, you can make a significant difference and without them, you can't. MacIntyre Associates can help you make sure you are creating a culture of stewardship that will make your donors loyal and your mission thrive!

Cornerstones of Donor Cultivation and Stewardship:

Accountability and Consistency:

The buck stops with you and you respond every time.

Substance:

The information you share and advice you seek should be meaningful.

Thank yous are prompt and personal.

Sincerity:

Express the impact of a gift when communicating organizational gratitude.

Never tie your thank you to a re-solicitation.

Appropriate:

Take the time to learn the donor's preferred means of communication AND mode of address (hint: if the donor is known as Betty, don't send correspondence which begins Dear Elizabeth.)

Shows effective use of agency resources.

Comes from the right person(s) in the organization.

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