

Table 8.1. The Development Process.

<i>The Objective</i>	<i>The Process</i>	<i>What is Required</i>
Identify potential prospects	List development	Build lists of, identify and research constituents
Convert potential prospect into qualified prospects	Test list effectiveness identifying linkages	Refine prospect development
Convert qualified prospects into initial donors	Build on linkages, test interest, ask, acknowledge	Solicit by personal contact via telephone, direct mail, and special events
Convert initial giver into donor of record	Build on interests and linkages, ask, acknowledge	Report use of gift, invite to renew
Increase the gift	Research, build on linkages, interests, inform, ask, acknowledge	Report, involve, invite to renew and increase gift, use gift club concept
Secure special gift (\$1000+)	Continue research through linkages, involve, build on interests, ask, acknowledge	Describe special needs and how money is used, solicit personally, invite to gift club membership
Secure major gift (\$10,000 +)	Use all linkages to validate as major prospect, ask, acknowledge, reward	Involve in institution: planning, case evaluation, needs determination, cultivation events, personal letters
Secure big gift	Continue involvement through linkages, add to interests, foster desire to give, ask, acknowledge reward	Report, involve constituent as important advocate, involve through cultivation events, personal reports, personal contacts
Secure planned gift	Continue involvement create feelings of belonging to and identifying with institution, foster mutuality of interests	Strengthen linkage, strengthen involvement

Source: The Fund Raising School, 2002.