

# STRONG PARKS, STRONG COMMUNITIES

## Tool 2: ABC's of Fundraising

The people who become major donors to an organization have three characteristics:

**A - Ability to give a substantial gift**

**B - Belief in your work or similar work**

**C - Contact with your organization or someone who knows about your organization**

We think of these as the ABC's of fundraising.

Having all three characteristics is key. A donor may have significant giving capacity but may have never heard of your group and may not know anyone who knows about your group. Or a donor may have been introduced to your organization but not completely understand your mission and why your work is important.

In donor development, you want to focus on meeting and cultivating people whom you suspect might give to your organization if they were introduced, because it seems their interests are aligned with your work. You believe they have some capacity to give so you invite them to learn more. At some point in the journey to learn more, the donor is ready to be asked to get behind your cause.

A relationship-based donor program will move people through several levels of interest and support, culminating in a request for support and an ongoing effort to be kept involved. Nonprofit fund development professionals call this "moves management." This phrase refers to the process by which prospective donors are cultivated, or "moved," to prepare them for solicitation. "Moves" are the actions a group takes to bring in donors, establish relationships, and retain donors with renewed gifts each year. The diagram below shows this cultivation process.

