

Cultivation Toolbox



Values-Based Major Giving Academy

When we think about one-to-one fundraising, we often focus on getting one-to-one meetings or calls with donors and those meetings are important tools for building trust. Personal meetings and calls can be enhanced by connecting them to other organizational activities. Doing so can help keep your interactions with donors mission-focused and can make your work lighter.

Fundraisers typically have at least four types of organizational tools available to them to engage and cultivate donors. These are actions and publications that can help them get answers to their money questions.

1. The nuts and bolts – Organizational communications such as the e-news, annual report, social media, action alerts, and website.
2. Hand tools – Organizational events or activities that are open to all. For example, fundraising events, conferences, performances, exhibits, tours, board meetings.
3. Power tools – The things an organization publishes and produces like a blog, magazine, student and staff publications, videos, recordings, art, and research reports.
4. Specialty tools – Things that come up occasionally that donors can participate in like strategic planning, listening campaigns, and grand openings.

Make a list of the tools in your toolbox.

Nuts and Bolts – Organizational Communications

Hand Tools – Organizational Events and Activities



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Power Tools—Organizational Products and Publications

Specialty Tools – Occasional Opportunities for Donors

Now, ask yourself if you need to create any additional mission-focused cultivation opportunities for donors. If the answer is no, or if you aren't sure, stop here and start developing cultivation plans using the tools you have. If the answer is yes, brainstorm some ideas here.