

Cultivation Plan Template



Values-Based Major Giving Academy

Cultivation Plan Template Example

Donor	Ask Amount	Ask Type	Expected Amount	Expected Gift Type	Closing Date	Money Questions	Action 1	Action 2
Sasha Sample	\$5000	Per year, 5 years	\$3500	Per year, 5 years	12/31/2024	Why does she support the food shelf? Where does our organization fit in Sasha's giving priorities? Does she make multi-year commitments? How does she make giving decisions?	Send a personal email to invite her to the bi-annual open house. Money question: Why does she support the food shelf?	Phone or Zoom call - want to hear what she thought of the Food Shelf. Money questions: Where does Food Shelf fit in with her priorities? Does she make multi-year commitments? How does she make giving decisions?