

Your Role in Year-Round Cultivation

presented by

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president,
asking matters



agenda

who to cultivate
how to cultivate
when to cultivate
tracking cultivation

goal

build relationships with people
who will be passionate about
my cause, as I am, and want to
support it for many years

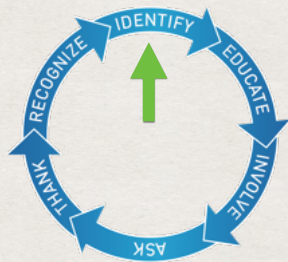
why?



who to cultivate



who to cultivate



who to cultivate

if you set out to cultivate
everyone **personally and**
individually
...you'll end up cultivating
no one!

who to cultivate



who to cultivate

major gifts cultivation
some general cultivation
much more person-by-person

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who to cultivate

Ability

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who to cultivate

Belief

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who to cultivate

Contact

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how to cultivate

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how to cultivate

- connect personally
- engage in dialog about the organization and philanthropy
- invite to experience the organization
- ask for everything but money
- personalize everything



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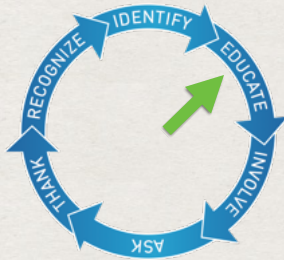
how to cultivate



how to cultivate

educate

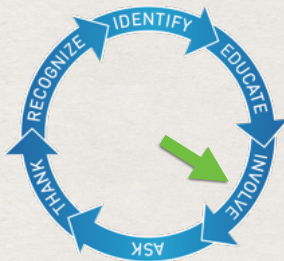
- invite to experience program
- invite to meet participants
- share inside information
- ask what they'd like to know



how to cultivate

involve

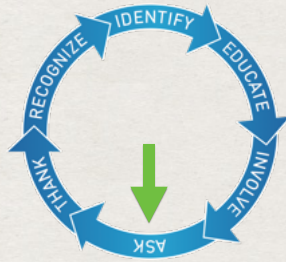
- ask to volunteer
- ask for expert advice
- ask to sit on a committee



how to cultivate

ask

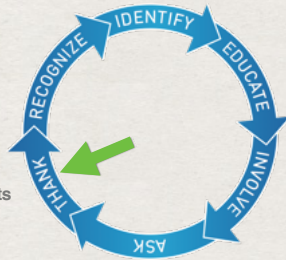
- in-kind products
- in-kind services
- introductions/connections
- background on donors



how to cultivate

thank

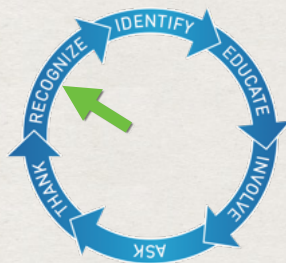
- personalized
- individualized
- multiple times from multiple sources
- thoughtful program-related gifts



how to cultivate

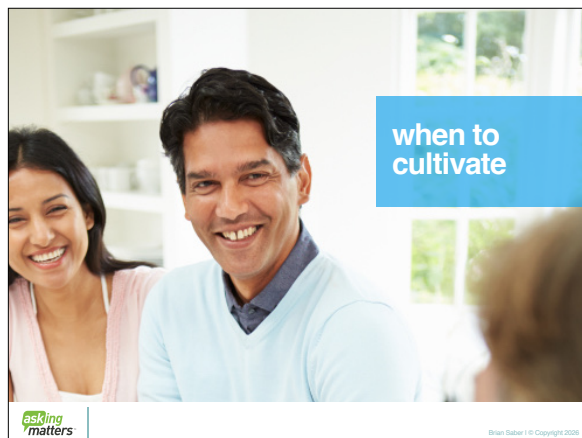
recognize

- donor listings
- profile pieces
- interviews









when to cultivate

6 personal touches
2 in-person

when to cultivate

September	program invite
November	solicit
January	organization update
March	ask for advice
May	invite to donor event
July	checking in



takeaways
next steps



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takeaways

be selective in who you cultivate

make it completely personalized

have at least 6 meaningful contacts during the year

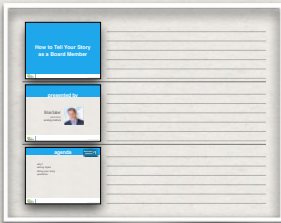
always have your next step in mind

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next steps

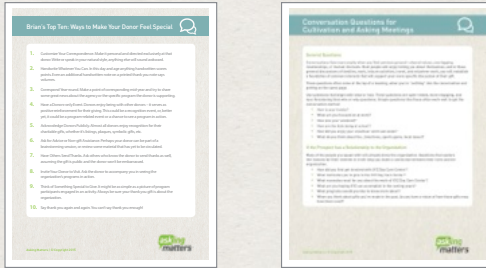
- you'll get a link to the recording, as well as a PDF of the slides and the handouts (with next month's newsletter)
- the recording will be in MP4 (video) and MP3 (audio) formats



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next steps



[boards.askingmatters.com/your organization](https://boards.askingmatters.com/your-organization)

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