THE “4 I’S” OF DONOR DEVELOPMENT

**Identify** – The identification of potential donors is a never-ending process.

* Always be alert to connections or relationships that people have as you are discussing.
* A good question at the end of the conversation is, “Who else should we be talking to?” or “Is there anyone you can recommend that we should also talk to?”
* Think about your relationships. Even if it is someone you don’t think is a potential as a donor, ask yourself if they are aware of the Fund? Start by sharing about it.
* Identifying the right person to talk to the donor is just as essential. It needs to be someone with a relationship with that person already. If there isn’t one, then you need to put the time in to build the relationship before you can ask for a donation.

**Inform–** Develop strategies that draw potential donors into the life of your Fund and educate them about your Fund’s mission, vision and great work.

* Donor visitation is like a rain dance….80% of its success depends on *timing*!
* You never know what someone is thinking until you have a conversation with them:

*“I’m not asking people to give who don’t want to give. I’m asking people to give to projects and purposes they are interested in giving to.”*

Woody Varner- Former Chancellor of the University of Nebraska

**Invite –** Proper solicitation requires discussion, research and development of personalized strategies.

* Success depends upon the right person asking for the right amount for the right project at the right time.
* Very few people take action without being asked – ASK to GET.
* Give yourself before ever asking anyone else to give.
* Just as in golf, a two person scramble takes the pressure off. I would rather be a good prospector than a good closer.

**“I appreciate” –** Donors want acknowledgement of their gift. Reassurance that their gift will be used as designated. Evidence that their gift is being used as designated before asking for another gift. Communication is the essence of appreciation.

* Do not confuse appreciation with recognition.

**There are three essential steps to making successful donor visits:**

1. See the people.
2. See the people
3. See the people.