

Tips for Developing a Cultivation List

- **Write down every person, organization or group that you come into contact with over the course of a year.** Think of:

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|---------------------------------------|-------------------------------------|
| • Board/Committee Members | • Clients |
| • Vendors – Professional and Personal | • Media |
| • Co-Workers/Employees | • Corporate Partners |
| • Other Community/Civic Groups | • Local Opinion Leaders |
| • Workout location/Fitness Spot | • Political Leaders |
| • Family/Friends | • Professional Athletes/Celebrities |

- **Identify what each person, group or organization has in to offer.** Make sure you are asking for something these individuals and organizations have available to give; there is no sense in asking for something they cannot provide.

- **Go through each of your individuals, groups or organizations and try to identify their self-interest.** Remember the self-interest of individuals and entities that would be able to contribute something other than cash. For example, service opportunities for individuals or groups, donation of equipment or supplies, or media coverage.

- **It is important to remember that fundraising and the cultivation of new friends and donors is an on-going, long-term system and strategy.** Using these tips will help you think of and make new connections, see relationships between existing connections, and make appropriate asks of time, talent and resources.

