

HOW TO STAY IN TOUCH WITH A PROSPECT WITHOUT BEING ANNOYING

On average, it takes 18-24 months to cultivate, solicit, and receive a major gift after your initial contact. During that time, you'll usually have 3-6 meetings or other face-to-face interactions.

Sometimes visits or events at regular intervals are sufficient for keeping the relationship active and moving forward. At other times, you'll have to figure out how to keep the relationship warm – even if you don't want anything (yet) and don't exactly have anything to offer.

You're already keeping tabs on your prospects. If they (or their company) make news, it's a great opportunity to touch base. Set up those Google Alerts! Also, be on the lookout for relevant material you know they'll appreciate.

It's easy for gift officers to fall into the trap of only reaching out to prospects when they need/want something. Be sure to plan other non-transactional "touches" that don't require anything of the prospect.

ADD MORE VALUE BY INCLUDING YOUR PERSPECTIVE. FRESH AND RELEVANT TO YOUR PROSPECT IS BEST.

FROM: Delores Jackson
TO: Julia Womack
SUBJECT: Interesting -- When and how donors should ask for a refund

Hey Julia,

Hope you're well! I saw the article about your firm in this month's LA Magazine – great coverage, congrats!

I also wanted to pass along a blog post that reminded me of our conversation a few months ago about donors requesting refunds for charitable donations. You might find it interesting: <http://greatlegal-blog.com/etcetcetc>.

The author argues that we need more regulation around charitable giving to better accommodate this trend. That may be true for the tax considerations involved, but I think our organization does a good job of clarifying expectations via written agreements – at least for larger donations. If donors at all levels start requesting refunds anytime they feel dissatisfied, that would be a tremendous burden – for the entire non-profit sector!

Things are well here at Children First. Our holiday toy drive is in full swing and we're making good progress toward our goal of serving 1,000 families, which would be a new record! I'll let you know how it goes.

Give my best to Steve. Hope to see you guys soon.

Warm regards,

Delores Jackson
Director of Development
Children First

YOUR AWARENESS OF THEIR BUSINESS SUCCESS SHOWS YOU CARE. YOUR KUDOS ADD VALUE BY MAKING THEM FEEL GOOD.

IT DOESN'T HAVE TO BE DIRECTLY RELATED TO SOMETHING YOU TALKED ABOUT, ALTHOUGH IF IT IS, YOU INCREASE THE RELEVANCE FACTOR.

INTERESTING AND REQUIRES NOTHING OF YOUR PROSPECT – YET! IT GIVES YOU AN EXCUSE TO STAY IN TOUCH.