



ELF

Organisational Development &  
Fundraising Network

# Funding Your Vision Part II

With Gregory Long, M.A.



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# CDP Definition of Development

*The things we do to build  
rational relationships with others...*

Jerry Twombly  
CDP Founder & Developer



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# Five Steps for Solicitation

Identifying

Qualifying

**Cultivating**

Soliciting

Sustaining



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# Relational Solicitation

## Cultivating

Everyone is on a continuum in relationship with you and your organization.

**Cultivating** is strengthening, deepening, solidifying and stretching that individual's relationship with you.

Two-way street (relational not transactional)



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# Relational Solicitation

## Cultivating

Many ways to define & apply **Cultivating**

Ministry Project will help you determine how YOUR ministry can start cultivating



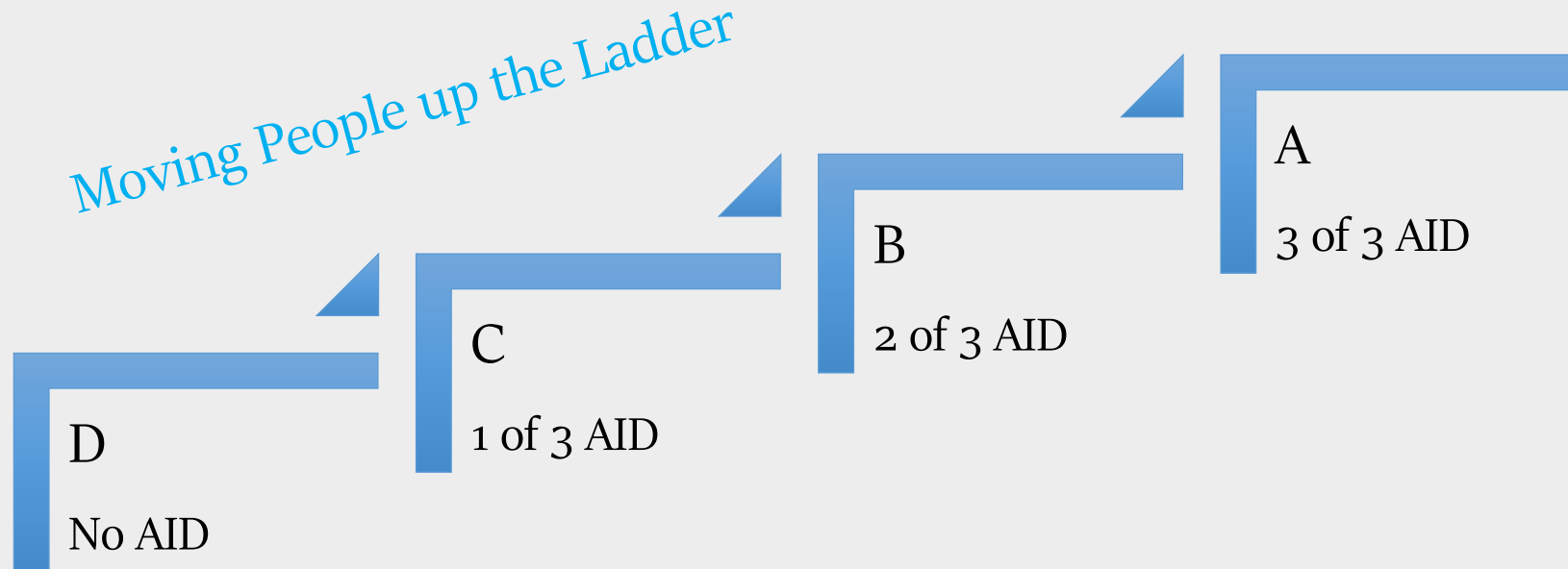
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# Relational Solicitation

## Cultivating

A-B-C-D



(AID: Attend, Involve, Donate)



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# Ministry Project

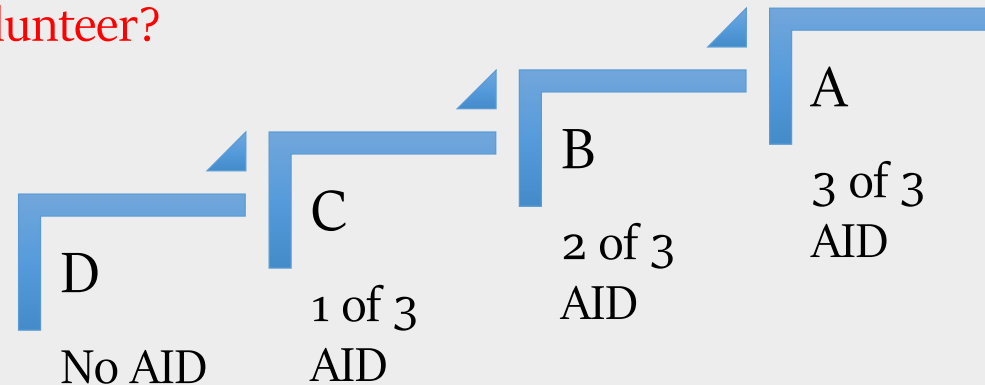
## Cultivating

A-B-C-D

(AID: Attend, Involve, Donate)

Build two strategies to help move people from one level (ABCD) to another.

- How would you move a volunteer (Involve) into a Donate?
- How would you move an Attend to a Volunteer?
- Move an Attend to Donate?
- Pick 2



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# Ministry Project

## Cultivating

A-B-C-D

(AID: Attend, Involve, Donate)

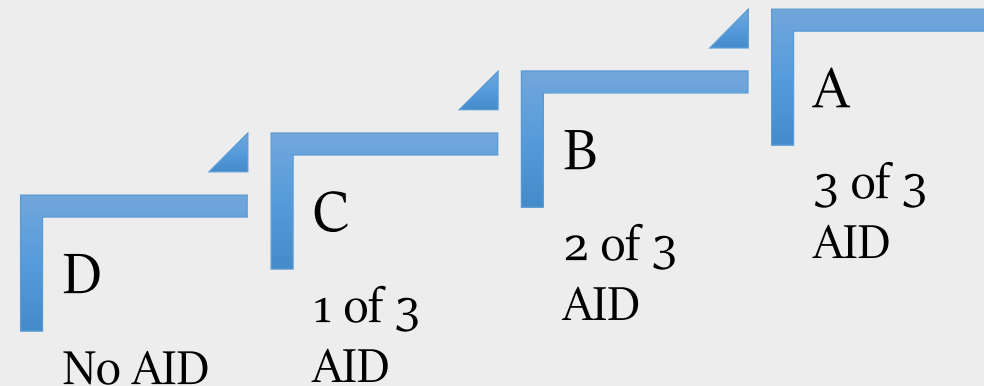
How might Affinity Groups be cultivated?

Grandparents

Business Vendors

Faithful Donors

Pastors



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# Five Steps for Relational Solicitation

Identifying

Qualifying

Cultivating

**Soliciting**  
(Inviting)

Sustaining



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# Relational Solicitation

## Soliciting -- Inviting

### so·lic·it

Ask for or try to obtain (something) from someone.

"He called a meeting to solicit their views."

### in·vite

Make a polite, formal, or friendly request to (someone) to go somewhere or to do something.

"We were invited to a dinner at the Embassy."



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# Relational Solicitation

## Soliciting -- Inviting

**Invitations** need to be God-honoring & relational

Many ways to **Invite** (appeal)

Ministry Project will help you determine how YOUR ministry currently **invites**, and what other ways you might want to use.



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# Relational Solicitation

## Soliciting -- Inviting

**Invitation**/Solicitation usually means \$\$ (Donors)

We also need to invite:

Advocates/champions

Volunteers

Advisory team members (retirees, young people,  
home moms/dads, pastors, etc.)

professionals, stay-at-

Prayer partners



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# Relational Solicitation

## Soliciting -- Inviting

*No matter what you are Soliciting for...  
keep these in mind! 😊*

**Yes** is a good word. No is not.

The default answer many times is “no.”

As we invite, we need to have items/activities/next steps to which people can say “yes!”

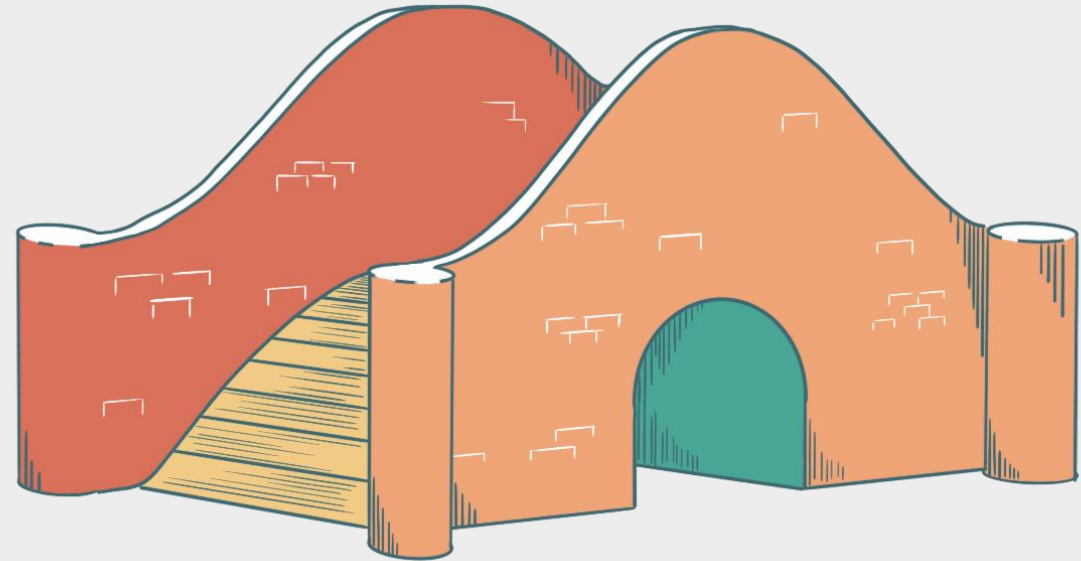
**Linkage** (Relationship to your ministry)

**Bridging** (How to keep relationship rational and growing)



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# The Biggest Mistake in Development !!



The failure to *BRIDGE*

# The Biggest Mistake in Development – The Failure to Bridge

To move people from one place to another

Two important steps

- The Exposure Opportunity (recall Relationship Continuum)
  - Bring people to the “front porch”
  - Open the Door
  - Let them experience the nature, purpose, and effectiveness of your work
- The Bridge
  - Bridges are “invitations” (something to which you are being asked to say “Yes” or “No”)
  - Bridges are “rational” decisions.
  - Offer many opportunities and always provide something that someone can easily say “Yes” to.

# The Biggest Mistake in Development – The Failure to Bridge

Sample Bridges (craft to your ministry)

- Join Prayer Team
- Grandparent classroom helper team
- Coffee-per-week Club (small \$\$)
- Table host for banquet
- Spring clean up day
- \$50 per month Club
- Leadership Legion (large monthly or annual gift)
- Boutique Brigade
- Pray and Care Team

*Tailor to where that individual is in relationship to you and your ministry*

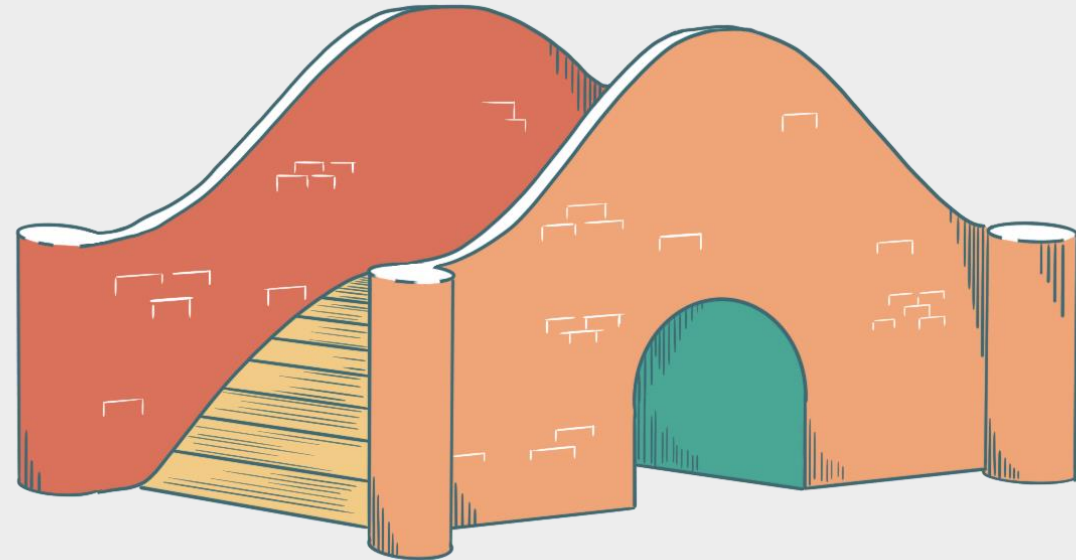


# The Biggest Opportunity Development !!

*BRIDGE everything!*

- Vibrant, Healthy Relationships
- Growing Affinity to your Ministry
- Sustainable Rational Relationships
- More Committed Volunteers and Partners

Partners – not donors



*Bridge during Qualifying phase, too!*



# Relational Solicitation

## Ministry Project - Invitations

What are your Appeals/Invitations now?

What are the specific “bridges” for your ministry?

Are they as effective as possible?

How do you know when people say “yes?”

Are there words or phrases that give people an easy way to say “no?”



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# Relational Solicitation

## Sustaining

Identifying

Qualifying

Cultivating

Soliciting

**Sustaining**



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# Relational Solicitation

## Sustaining

Identifying, Qualifying, Cultivating & Soliciting is not enough to grow and expand your impact

All your relationships need to be **Sustained** and strengthened

Invest as much time & energy into **Sustaining** as the other four steps



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# Relational Solicitation

## Sustaining

### The Rules of Five

- A “Development generation” is 5-7 years
- An organization should not enter a new capital campaign within 5-7 years from the beginning of the previous one.
- Some turnover is to be expected.
- More than 5-10% per year indicates problems or concerns about the relationship.



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# Relational Solicitation

## Sustaining

Always work to sustain your “A” prospects through **C-I-A**

**CIA** – An acronym that focuses on sustaining relational goals by:

- Communication
- Involvement
- Appreciation



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# Relational Solicitation

## Sustaining

C-I-A

### Communication

- Regular newsletters, notes, phone calls, emails
- Communicate on their terms
- Outcomes (not activity)
- Prayer prompts



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# Relational Solicitation

## Sustaining

C-I-A

### Involvement

- Prayer prompts
- Volunteer with an Event
- Visit Your Facilities
- Meet with Board Member, Volunteer or Client



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# Relational Solicitation

## Sustaining

C-I-A

### Appreciation

- Thank you, thank you, thank you
- Verbal
- Written
- Be creative with ways you show appreciation



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# Relational Solicitation

## Sustaining

How will you incorporate C-I-A?

Communication

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Involvement

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Appreciation

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