

5 Step Development Process

1. Identification of Potential Prospects

- Identify individuals with whom you would like to build a relationship
- It begins with people you know (family, friends, neighbors, business colleagues, friends at church, etc. This represents your universe.)
- You and your friends know others. The friends of friends make up what is called your market universe.



Identification (Continued)

- Getting to Know Others—
 - ❑ *Host an Event*—Invite others to attend an event, conduct an Open House, host a special lecture of interest to others, etc.
 - ❑ *Introduce Yourself and Your Organization*—Share information about your work; always providing something they can take home with them.
 - ❑ *Bridge*—Share with them a variety of ways in which they can become involved.



When is a Prospect A Prospect?

- A prospect is a prospect when you have their name and contact information
- It's one thing to say you have a lot of friends or potential prospects and quite another to have the information you need in order to grow your ministry outreach.

Qualification of Prospects

- Not every one is in the same relationship with you and your organization.
- There are three kinds of prospects:
 - ❑ *Nuclear Prospect*—They “Benefit Directly” from the services you provide
 - ❑ *Affinity Prospects*—This group “benefits indirectly” from the services you provide.
 - ❑ *Fringe Prospects*—This group represents people with whom you have no relationships, e.g. community leaders, philanthropists, business leaders, etc.

Cultivation of Your Prospects

- Cultivating Relationships—Using the analogy of “falling in love” this step is analogous to courtship.
- How we Grow Relationships—There are three steps:
 - ❑ *Attendance*—You can grow a relationship by getting to know others. Events and activities are excellent ways to expose your ministry to others.
 - ❑ *Involvement*—The more people become involved in what do, the more committed they are. Provide them ways!
 - ❑ *Donation*—People who commit to you are making a statement of their interest. This doesn't necessarily involve money as much as it represents a commitment to becoming involved what you do.

Commitment

- *Commitment*—This fourth step involves inviting others to join with you in growing your organization.
- *Prepare a Formal Proposal*--Present to well cultivated potential supporters a formal proposal inviting them to join with you.
- The formal proposal should include (1) the mission of your organization, (2) a brief history, (3) a vibrant description of your vision for the future, (4) an outline of your strategic plan, and (5) an invitation providing a wide range of ways in which they can commit to support.

Sustaining the Involvement of Others

- *Sustaining Relationships*—It's one thing to begin a relationship, sustaining a relationship involves as much energy as acquiring it!
- *A Simple Acronym*—The acronym C.I.A. represents three critical steps: (1) **Maintaining** Communications, (2) providing ongoing opportunities to maintain **Involvement**, and constantly reminding others of your **Appreciation** of their involvement.