## 5 STAGES OF DONOR DEVELOPMENT



My potential donors know my organization exists.



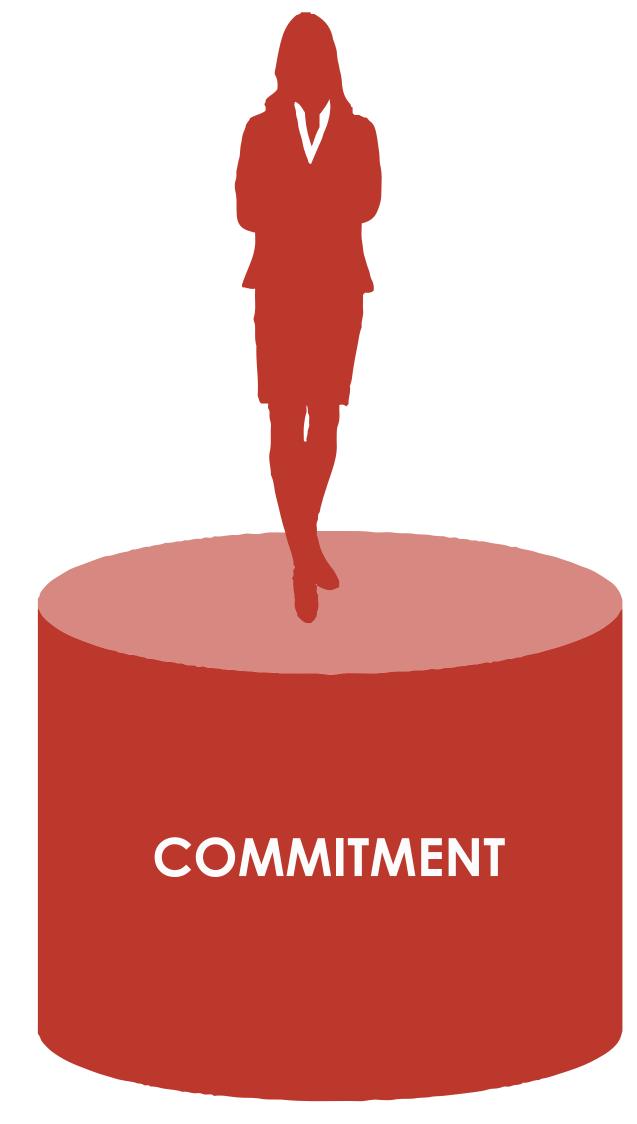
There is an exchange of information with my potential donor around my organization's case.



I identify my potential donor's hot buttons, their potential motives for getting involved with my organization.



I ask my potential donor to accept responsibility in some meaningful way for the success of my organization.



My potential donor is in a frame of mind to share personal resources with my organization.