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Nota di contenuto	Systems & Procedures for Managing the Cultivation Process -- The Empathy Factor: Keying in on Donors' Wants, Needs -- Forming First-Time Relationships -- Put Out the Welcome Mat -- Targeted Cultivation -- Create Programs Aimed at Building Relationships -- Cultivate & Engage Your Board -- Involvement Opportunities that Lead to Investment -- Cultivating Planned Gifts -- Varied Communications that Serve to Cultivate -- Donor Recognition as a Form of Cultivation -- Stewardship as a Form of Cultivation.
Sommario/riassunto	Originally published by Stevenson, Inc. , this practical resource features dozens of cultivation examples and strategies used by various charities and nonprofit organizations to increase major gifts.