THE CAMPAIGN CYCLE
Understanding the Campaign Cycle is more than solicitation. **Identify** potential investors by maintaining up-to-date data and research. **Communicate** with clear, targeted messages that utilize effective media. **Cultivate** individual, business and foundation donor prospects by segmenting your case for support and undertaking effective outreach. **Solicit** for contributions appropriately, utilizing primary/secondary research to guide and leverage your best resources. **Steward** your donors, exercising ethical accountability in the use of contributed resources while maintaining a lifetime relationship.

**Identification**
- Data flow – segmentation.
- Can you name your 20-10-5?
- Board and Volunteer Stakeholders
- Gatekeepers

**Communication**
- What is your case for support?
- Develop messages for constituency groups
- e.g. website content, brochures, signage, e-mail marketing

**Cultivation**
- Two-way flow of communication
- Successful cultivation typically has elements of three types of cultivation:
  - Relationship-driven
  - Mission-driven
  - Self interest-driven

**Solicitation**
- Who, when, how much?
- Typical errors when soliciting:
  - Talking too much
  - Depending on scripts
  - Under-preparing for meetings
  - Fear of hearing “No”
  - Forgetting to make the ask

**Stewardship**
- Critical key to moves management, often forgotten in hunt for new dollars
- Personalized acknowledgements, public announcements, invitation to observe impact