

# A COST EFFECTIVE DONOR CULTIVATION PLAN

## Your 44 cent solution

You may already realize that the smartest thing you can do is to stay in touch with donors. The economic news on any given day may mislead you into thinking that you should just hide under a rock, as one of my clients considered. That would be the wrong approach.

What can you do when your budget is stressed and you still need to stay in touch with prospects and donors?

Launch a 44-cent cultivation plan. Keep note cards, stamps, and a list of donors, volunteers, or prospects with addresses in your top drawer, ready for a few minutes of the day when you need a break. Set a goal to write a few each week and mention the difference that person's gift has made. As long as the notes are sincere, a sentence or 2 will do...these are memorable.

Nothing is quite as nice as looking through a day's mail of bills, advertisements, etc to find a handwritten note. The first thing you do is check the return address. It's a feel-good gesture and more appreciated the faster the technology and the crazier the world seems to get.