UA Foundation Grants for Lunch Presentation
Sample Cultivation & Stewardship Plan

I. Send out a monthly e-blast newsletter (one-page)
   • 12 per year
   • Continually add recipients

II. Call five current donors this year
    • Thank them
    • Ask them for coffee
    • Give them updates on the project
    • Add to e-blast list

III. Call five prospective donors this year
     • Introduce myself
     • Indicate how we met/I noticed their interest/friend in common
     • Schedule a tour of the lab/department/project.
     • Add to e-blast list

IV. Schedule two small gatherings per year in your department
    • Provide food and beverages
    • Ask high-level leader to speak briefly
    • Provide Tour and updates on exciting progress

V. Attend department functions & network
    • Four times per year
    • Add contacts for e-blast update/newsletter

VI. Meet with Development Office
    • Twice per year
    • Build rapport, create collaborative effort
    • Inform them of my plan above
    • Offer help/support with prospective donors