

Donor Cultivation Chart

	<b>Low-Dollar</b>	<b>Medium-Dollar</b>	<b>High-Dollar</b>
<i>Reason For Giving</i>	They believe in the Chapter's mission, appreciate personal relationships, and could be Chapter Members.	They want to experience the "joy of giving." They wanted to feel and be connected to the student veteran community because they feel a strong affinity for it. These might be members of the local community	They want to directly affect the overall success of the Chapter and its members. They see value in the individuals the Chapter serves and/or an important need. They may be employers that want to hire student veterans.
<i>Tactics</i>	Email, social media, events, and direct outreach.	Provide plenty of opportunities to directly interact with the student veterans they are supporting. This ensures that they can see and feel the importance of their donation and they may eventually become High-Dollar Donors.	Demonstrate the value of the Chapter to them specifically. What will their return on investment be? Continue to demonstrate the value of their impact with opportunities to continue to fund.
<i>Message</i>	Demonstrate the impact of their donation directly in the community. For example, "A \$20 donation enables our Chapter to ensure the success of student veterans like Jane Smith via programs and resources like our Resume Workshops."	Focus on building personal relationships and opportunities for these donors to meet the members of the Chapter. Provide special opportunities like a gift or special seating at an event.	Their large donation gives them the perceived opportunity to interact with SVA and have some level of input. Their funds allow the Chapter to make a much greater impact. Consider allowing them to offer feedback on how that impact might be increased.