Donor-Centered Cultivation Plan

Instructions

Create a cultivation (or stewardship) plan that integrates stakeholders across the organization by listing each stakeholder who should be involved, then creating a comprehensive list of activities in which they will be involved. Once created, the chart should be distributed to everyone involved in the process and entered into the data system. Work proactively with campus partners to ensure that steps are completed before the deadlines.

After creating a cultivation plan for a large-scale project, it can be adapted for future donors instead of starting from scratch each time.

Donor and Project Details

1. Donor Name(s): _____
2. Proposed Gift: _____
   _____
3. Estimated Solicitation Date (Month, Year): _____
4. Development Point-of-Contact: _____

Stakeholders

Department	Stakeholder(s)

Donor-Centered Cultivation Plan (cont.)

Cultivation Plan Template

Activity	Stakeholder(s)	Start Date	End Date	Status
Ex: Clinic Tour	*Fred Flintstone*	*10/10/2018*	*10/17/2018*	✓ Completed
				❑ Completed
				❑ Completed
				❑ Completed
				❑ Completed
				❑ Completed
				❑ Completed
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