## Annual Fund Cultivation Steps

### New Donors:
- **Call from Development Team within 24 hours**
  - Development Director: Call
- **Acknowledgement letter signed by ED within 48 hours**
  - Executive Coordinator: Tax letter
- **Hand-written thank you from Development Team with business card within one week**
  - Development Director: Card
- **Thanksgiving thank you call from Board Member week of Thanksgiving**
  - Development Director: Pull list & provide information
- **Happy New Year card sent in December**
  - Executive Coordinator: Create mailing list
- **Invite to all special events**
  - Executive Coordinator: Pull list
- **Invite to donor appreciation event, sent last week in April**
  - Development Team: Pull list
- **Short donor satisfaction survey sent in March and September**
  - Development Team: Pull list
- **Anniversary of 1st gift acknowledgement**
  - Development Team: Pull list monthly
- **Invitation for personal tour of space and/or program**
  - Development Director: Email donors monthly
- **Addition to birthday card mailing**
  - Development Team: Provide list monthly

### 2nd Time Donors:
- **Personal thank you call from ED or Board Member within 48 hours**
  - Development Director: Call
- **Personal note written on annual report sent in October**
  - Development Team: Pull list & provide message
- **Anniversary of 1st gift acknowledgement**
  - Development Team: Pull list monthly
- **Invitation for personal tour of space and/or program**
  - Development Director: Email donors monthly

### 3rd Time Donors:
- **Follow all steps for 2nd Time Donors, and:**
- **Addition to birthday card mailing**
  - Development Team: Provide list monthly

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*Note: The process for 3rd Time Donors is a continuation of the steps for 2nd Time Donors.*