

Major Gifts


The 5 W's



The 8-Step Process: Shepherding Process Tracker

#4 Cultivation → #6 Acknowledgement and Follow-up = Shepherding Process

- 6 Cultivation Contacts
- 1 Ask
- 1 Follow-up



Take-Home Activity:

The meeting between the desires of the donor and the desires and needs of the congregation

| Name | Cultivation 1 | Cultivation 2 | Cultivation 3 | Cultivation 4 | Cultivation 5 | Cultivation 6 | Ask | Follow-up |
|------------|-------------------------|--------------------------------|------------------------------|--|---------------------------------|---|-----------------|----------------------------------|
| Smith, Joe | Dinner with Harry Walsh | Visit site of the new building | Lunch with Rector at Rectory | Meet with the architects to review plans | Meet with donor of similar gift | Visit similar church which has new building | Walsh, & Rector | Personal visit by Campaign Chair |
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