

DONOR MAP



The Donor Map marks the path donors move through during their lifecycle of giving - from First Gift (Acquired) to their Last Gift (Legacy). The Donor Map serves as the individual and relational side of donor cultivation while the Marketing Strategy is the mass communication side. Both showcase the two sides of how a donor is treated after they give their first gift, or are acquired.

It is important to note that not every donor will transition through each step in the donor map. The majority of Mission India donors will remain at Committed Donor or Higher Affinity for their lifecycle. There is also not specific timeline tied to these steps, as each donor moves through steps at their own pace. The supporting spreadsheet notes triggers for relationship managers to work donors towards or watch for as they cultivate relationships. This map serves as a guideline for the best donor treatment and ways we can move more donors further into the donor map.

This Donor Map is considered a fluid document that will grow and develop over time as we find new ways to engage and cultivate our donors. It will be adapted as those changes are made.

Donor Map Moves Management

Step	Acquired (1st Gift)				Committed Donor (2nd Gift)			Higher Affinity (Awareness)				Higher Commitment				Legacy			
	W/E	Thank	Welcome Packet (w/in first 3 weeks)	Cultivation Plan	Thank	Cultivation Plan	Going Deeper	Special Contact	Event	Cultivation Plan	Emotionally Connect donor to issues in India	Ask	Event	Cultivation Plan to get to legacy	Endorse MI	Survey	Legacy Conversation	Legacy Welcome Letter	Cultivation Plan
General Donor	✓	Within 72 hrs	✓	3 Contacts over next 12 months	Within 72 hrs	Keep consistent contact. Move to Mid-Level if they are FTH / \$500+	Introduce 3 Programs	1x year special day (holiday) card	Banquet / Local Event	Contact After Gift	✓	FTH Partner / CBC Match	Ministry Briefing	Increase contact to quarterly	✓	✓	✓	✓	Move to RA Caseload, treat like Major Donor (Personal Contact)
Mid-Level	✓	Within 48 hrs	✓	Quarterly Contact + Introduce Rep	Within 48 hrs	Quarterly Contact - Get to know donor passion and interest	More in-depth on 3 programs / share Indian culture	1x year special day (holiday, anniversary, birthday) card	Banquet / Local Event	Personal Interactive Contact (Call or Email) at least 4x per year	✓	Project Support	Mid-Level Event (Cove)	Personal Interactive Contact - Call / Email, Potential Visits	✓	✓	✓	✓	Treat like Major Donor (Personal Contact)
Major Level	✓	Within 24-48 hrs	✓	Contact as needed by RD	Within 24-48 hrs	Get to know donor passion and interest	More in-depth on 3 programs / share Indian culture	Identify unique things about donors and send them info pertaining to those interests	Major Donor Event / Local Event	Visits / Calls	✓	Supporting Multiple Projects	Trip to India	Visits / Calls	✓	✓	✓	✓	Visit / Calls
Presidential Level	✓	Within 24-28 hrs	✓	Contact as needed by VP or President	Within 24-48 hrs	Get to know donor passion and interest	More in-depth on 3 programs / share Indian culture	Identify unique things about donors and send them info pertaining to those interests	President Forum	Visits / Calls / Presidential Briefings	✓	Provide Match Base	Trip to India	Visits / Calls	✓	✓	✓	✓	Visit / Calls

The primary use of the Donor Map will be as a training tool for new Regional Directors and Regional Associates outlining expectations for donor treatment. Current Regional Directors and Regional Associates will also be shown this Donor Map to ensure that they are following the model of donor cultivation. There is a degree of flexibility in donor cultivation depending on the individual relationship with the donor and the way the donor wants to be treated to be donor-centric, but primarily, these are the steps that are expected to be followed in cultivating and building relations with donors.