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Habitat for Humanity of
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Nature

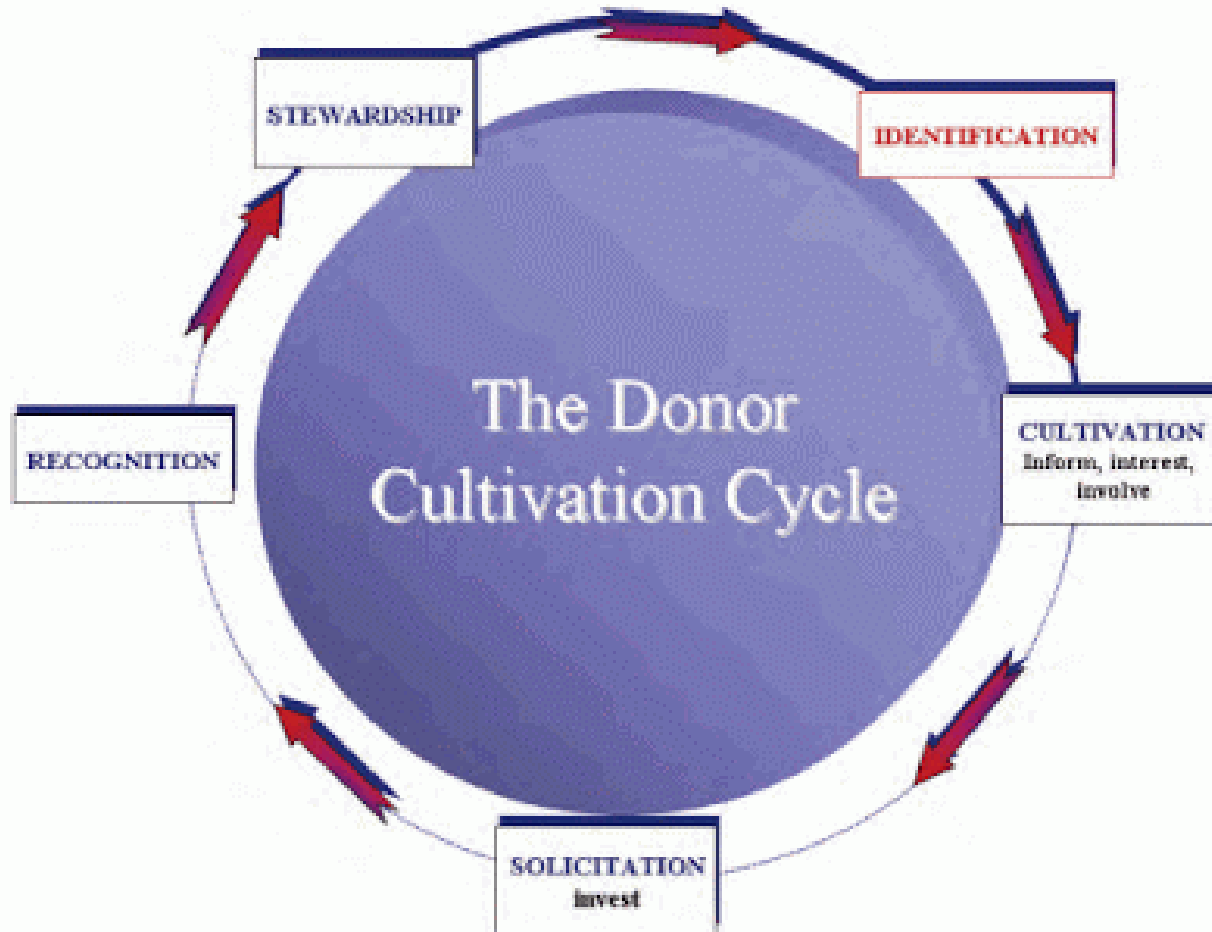
vs.

Nurture

Cultivating and Engaging Donors

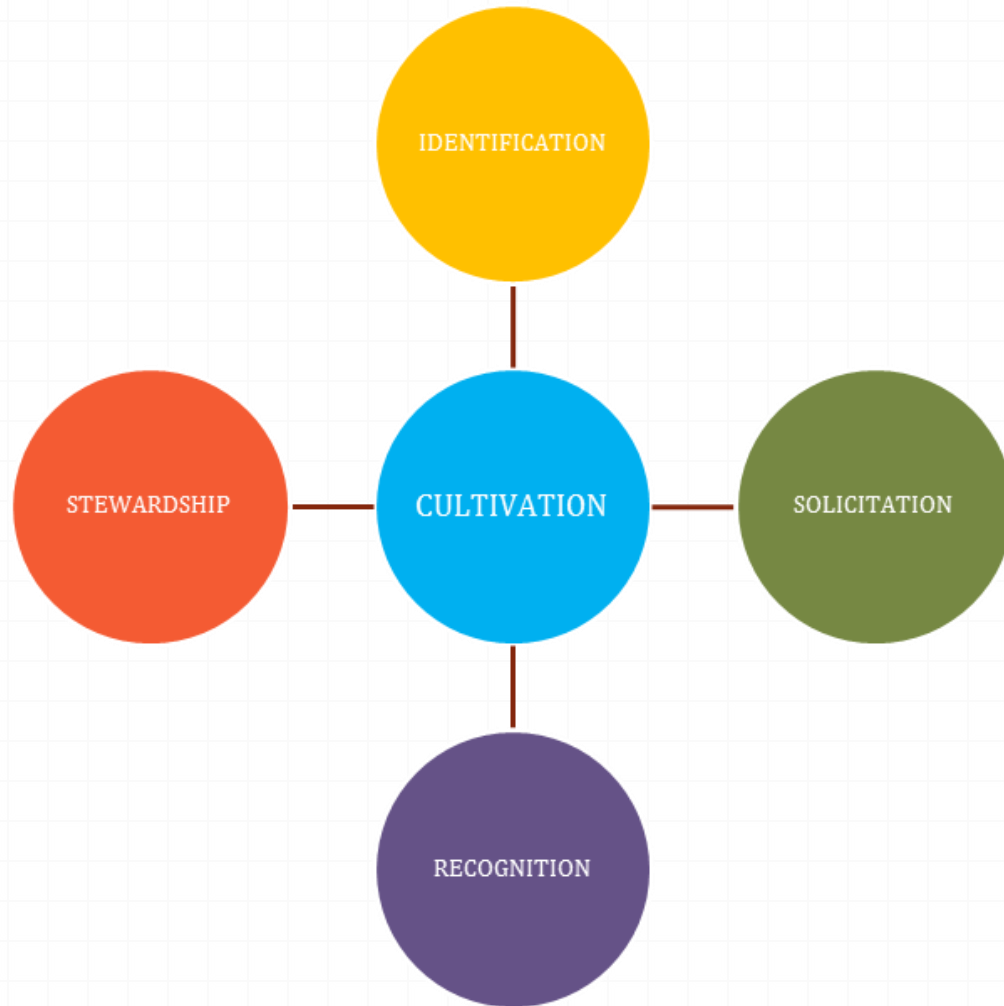
Cultivation:

Old Way of Thinking



Cultivation:

New Way of Thinking



Cultivation:

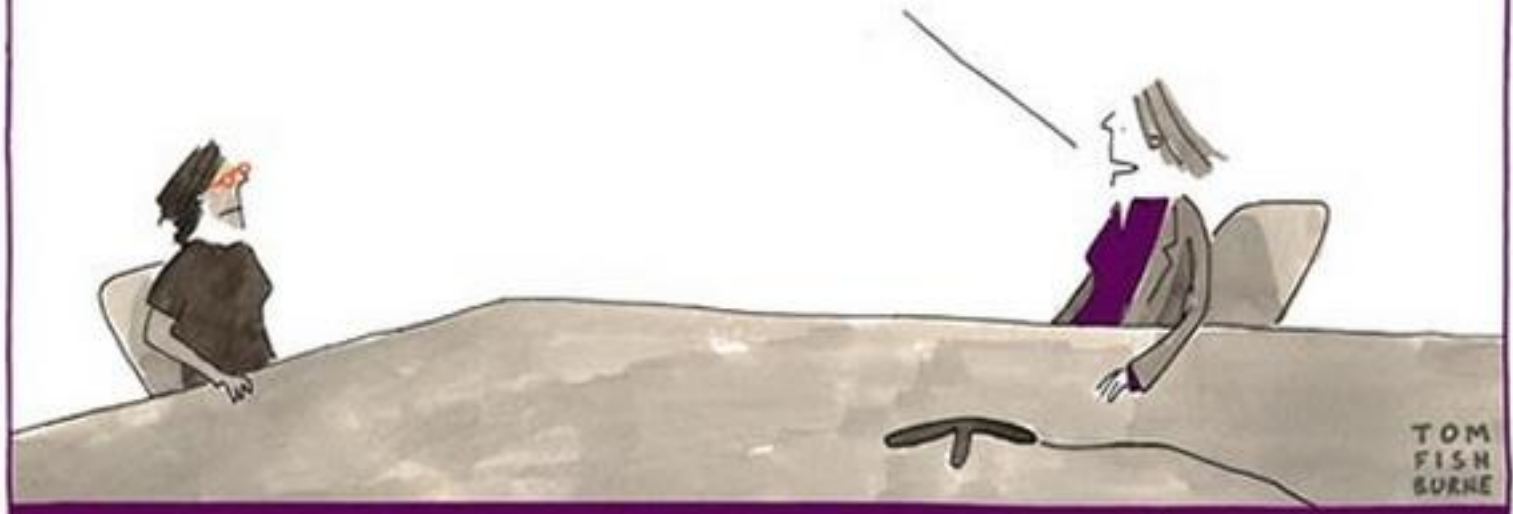
What exactly is it?

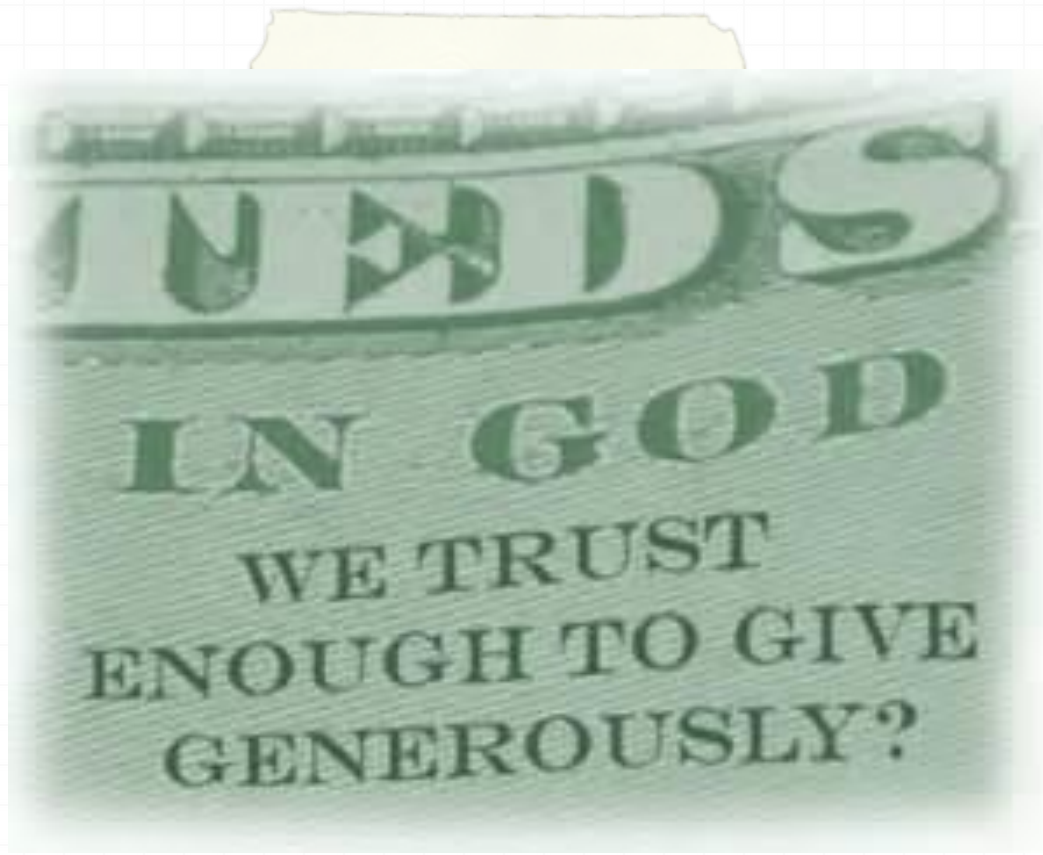
- o **You have to date before you get married!**
- o Develop a Culture – Everyone is an Ambassador
- o Strategic & Systematic
- o Applies to all Donors: Individuals, Corporations, Foundations
- o Year-round
- o Effective Communication
- o Incorporate Events
- o Utilize your Resources
- o Plan and Budget



Adventures in Community Management

WE DON'T HAVE RESOURCES
FOR COMMUNITY ENGAGEMENT.
WE'RE USING ALL OUR BUDGET
TO BUY SOCIAL NETWORK ADS
TO BEG STRANGERS TO TALK TO US.





Meaningful Stewardship

It's all about IMPACT and TRUST

Stewardship:

Much more than a thank you!

- Written Plan
- Follow the plan
 - *If you fail to plan you plan to fail*
- Strategic
- Consistent
- Integrated
- Congruent
- Intentional
- Creative
- Share your IMPACT
- Engage your donors
- Communicate your successes
- Year-round effort
- Be creative!

Sample Stewardship/Cultivation Plan

	Individuals	Foundations	Corporations
January	Impact report from prior yr	Impact report from prior yr	Impact report from prior yr
February			Offer lunch & learn for employees
March	Invite to next XYZ event		Provide volunteer opportunities
April	Newsletter	Newsletter	Newsletter
May	Send prior year annual report	Send prior year annual report	Send prior year annual report
June	Seek guidance and input on program	Provide tour of facility/program	
July	Send note from partner/client	Send note from partner/client	Send note from partner/client
August			
September			
October			
November			
December	Send year-end giving report		

Why do people give?

- o Nature/**Nurture**
- o Survival – ‘warm glow’
- o Image
- o Personal Experience
- o Emotional
- o Irrational
- o Feels Good
- o Religion
- o Tax Deduction
- o *“I was once the person that needed and now I’m not.”*
- o *“It feels good and I can.”*
- o *“It’s the right thing to do.”*
- o *“I want to make a difference in the world.”*
- o *“Someone I know and respect asks.”*
- o *“Someday I may be the person in need.”*

Mostly Because:

They
were
asked!

Have Fun!

Be Creative!

Everyone Participate!

Share your Ideas!

Activity Time!

Cultivation & Stewardship Scenarios



Cultivate and Engage

Or your donor retention will go down the drain!



Thank you!

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