

Prospect Management: Developing, Requesting and Soliciting Prospects

- Planned solicitations to corporations, foundations, organizations and individuals need to be cleared and submitted to the Donor Relations Manager in the Office of Institutional Advancement.
- The President of York College, Vice President of Institutional Advancement and selected Institutional Advancement staff are the only individuals who can be classified as the *primary solicitors* of a constituent. Any faculty/staff member can request the assignment of an unassigned prospect but it must be submitted to the Donor Relations Manager for approval.
- Include all available prospect information on the solicitation form including name, alumni status, address, business name and address, spouse, children, etc. For individuals, attach a current bio (if available) to the solicitation form. For corporations/foundations/organizations, attach a proposal summary and/or rationale for solicitation.
- All faculty, staff and trustees of York College will be classified as the *secondary solicitor* of a constituent if the request is approved by the Office of Institutional Advancement. Once approved, the original form will be forwarded to the Development Coordinator for data entry and a signed copy of the form will be returned to the *secondary solicitor*.
- *Primary* and *Secondary Solicitors* will receive monthly solicitation tracking reports and will meet quarterly for a Prospect Strategy meeting with Institutional Advancement.

The Moves Concept

Most sophisticated development shops use the “Moves Concept” developed by David Dunlop, Director of Leadership Gifts at Cornell. The process describes a series of action steps that development officers take with their prospects in moving them closer to solicitation. In Dunlop’s model, a series of nine distinct steps (listed below) are made in moving the prospect through the solicitation cycle, from being a new or completely uncivilized prospect, to becoming an active donor. The model is particularly helpful in tracking the progress of major gift prospects and in helping development officers manage their prospects more effectively.

1. **VIST** – the first call by a development officer with the prospect;
2. **CULTIVATE** – bringing the prospect into closer affiliations with the goals, needs aspirations and mission of the organization;
3. **IDEA** – the development of a proposal which matches the donor’s philanthropic interest with the programmatic needs of the institution;

4. **SOLICIT** – presentation of the proposal, asking the prospect to support a particular project within the campaign case for support;
5. **MAIL** – deferring a prospect who is unresponsive to a personal solicitation to the end of the campaign, preferring to solicit that individual at a lower level and during the direct mail phase near the campaign’s conclusion;
6. **CLOSE** – closing the deal and negotiating the specific gift amount and payment options with the donor;
7. **STEWARD** – maintain contact with the donor after the commitment has been secured, realizing that additional gifts are dependent on assuring the donor that her/his previous gift(s) has (have) been properly used and appreciated (in many cases, this stage may last several months or years);
8. **RESOLICIT** – asking the donor for additional gifts once the initial contribution has been fulfilled and properly stewarded (in which case, the development officer reinitiates the process at step one-visit);
9. **DONE** – the realization that, after repeated cultivation and solicitation attempts, the prospect has declines to support the institution and appears unlikely to do so in the future.

Status Codes

| | |
|-----------------------|---|
| Qualification Pending | constituent has been identified as a possible prospect but has not yet been qualified as a prime prospect |
| Pending | solicitor has not yet reached out to prospect but will w/in 30 days |
| Cultivation | solicitor is in discussion with prospect and is seeking confirmation of interest |
| Solicited | solicitor is waiting on prospect’s acceptance of proposal |
| Declined | prospect has declined request |
| Completed | prospect stated he/she will give a gift to York College Foundation |

Action Codes

| | |
|--------------|--|
| Home | face-to-face visit with prospect in prospect’s home |
| Office | face-to-face visit with prospect in prospect’s office |
| Meeting | face-to-face visit with prospect in location other than campus, prospect’s home or prospect’s office |
| Campus Visit | face-to-face visit with prospect on campus |

| | |
|-------------------|--|
| Campus Event | prospect attended York event and has had a substantial discussion with solicitor |
| Telephone Call | makes substantial call with prospect |
| Letter | sends substantial correspondence to prospect other than proposal |
| Proposal | sends a written proposal to prospect |
| Paperwork Pending | receives confirmation from prospect that they will send us paperwork |

Solicitation Clearance Form

York Faculty/Staff Member: In order to obtain clearance, please complete this form and submit to the Donor Relations Manager. For individual solicitations, please attach a bio on the prospect. For corporate and foundation solicitations, please submit a proposal summary and/or rationale for solicitation. Solicitation Clearance Forms must be received one week prior to the Prospect Strategy Session. Please supply name and address information.

Proposal Information

Prospect Name (individual/contact for company): _____

(Company name if applicable): _____

Address: _____

Does the donor wish to be anonymous? () Yes () No

Secondary Solicitor's Name: _____

Circle Initial Status:

1- Qualification Pending

2- Pending

3 – Cultivation

4- Solicited

5- Declined

6- Completed

If 2 or 3 happened, enter date when it happened: ____/____/____

Circle Next Action:

1- Home Visit

2- Office Visit

3- Meeting

4- Campus Visit

5 – Campus Event

6- Telephone Call

7- Letter

8- Proposal

9 – Paperwork Pending

Date: (if known): ____/____/____

Gift Designation & Amount:

() Existing Fund: _____ Amount: \$ _____

() New fund name: _____ Amount: \$ _____

Comments/Criteria: _____

Institutional Advancement use only:

Primary Solicitor: _____

Secondary Solicitor Request Approved: () Yes () No

Prospect Status Form

Prospect Name: _____

Proposal/Fund Name: _____

Target Ask Amount: \$ _____ Deadline Date: ___ / ___ / _____

Proposal Description (What are we asking the prospect to support?): _____

Prospect Status

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Qualification Pending | <input type="checkbox"/> Solicited |
| <input type="checkbox"/> Pending | <input type="checkbox"/> Declined |
| <input type="checkbox"/> Cultivation | <input type="checkbox"/> Completed |

Status Date: ___ / ___ / _____

Next Action

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Home Visit | <input type="checkbox"/> Campus Event |
| <input type="checkbox"/> Office Visit | <input type="checkbox"/> Phone Call |
| <input type="checkbox"/> Meeting | <input type="checkbox"/> Letter |
| <input type="checkbox"/> Campus Visit | <input type="checkbox"/> Proposal |
| <input type="checkbox"/> Paperwork Pending | |

Action Due Date: ___ / ___ / _____

Comments: _____

Gift Type

- | | |
|---------------------------------|---|
| <input type="checkbox"/> Cash | <input type="checkbox"/> Planned Gift |
| <input type="checkbox"/> Stock | <input type="checkbox"/> Recurring Gift |
| <input type="checkbox"/> Pledge | |