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Certified Professional in Grant Management in Nonprofit Organizations

## Donor Stewardship and Relationship Management

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**\*\*Acquisition\*\*** - the process of identifying and securing new donors. Related terms: prospect research, cultivation, solicitation.

The act of locating and securing new donors for an organization. This process often involves researching potential donors, building relationships with them, and making a formal ask for a gift. Acquisition is a critical component of a successful fundraising strategy, as it helps organizations expand their donor base and increase their overall fundraising revenue.

**\*\*Cultivation\*\*** - the process of building relationships with potential donors. Related terms: prospect research, acquisition, stewardship.

The act of developing and nurturing relationships with potential donors. This process often involves researching potential donors, identifying shared interests and values, and engaging with them through personalized communications and experiences. Cultivation is an important aspect of donor stewardship, as it helps organizations build long-term, sustainable relationships with their donors.

**\*\*Donor database\*\*** - a system for tracking and managing donor information. Related terms: data management, prospect research, stewardship.

A tool for organizing and analyzing information about an organization's donors. A donor database typically includes information such as donor contact information, giving history, and communication preferences. It may also include tools for tracking interactions with donors, such as meetings, phone calls, and emails. Donor databases are essential for effective fundraising, as they allow organizations to efficiently manage their relationships with donors and make informed decisions about solicitation and stewardship efforts.

**\*\*Donor stewardship\*\*** - the process of maintaining and strengthening relationships with donors. Related terms: cultivation, solicitation, retention.

The act of nurturing and maintaining relationships with donors in order to ensure their continued support and engagement. This process often involves regular communication, recognition, and reporting on the impact of their gifts. Donor stewardship is an important aspect of fundraising, as it helps organizations build long-term, sustainable relationships with their donors and increase their overall fundraising revenue.

**\*\*Gift acknowledgement\*\*** - a formal thank-you letter or other communication sent to a donor after they have made a gift. Related terms: stewardship, donor recognition, donor retention.

A formal expression of gratitude and appreciation sent to a donor after they have made a gift. Gift acknowledgements typically include information about the gift, such as the amount and designation, as well as a message of thanks and a description of the impact the gift will have. Gift acknowledgements are an important aspect of donor stewardship, as they help organizations build trust and loyalty with their donors

and increase the likelihood of future gifts.

**\*\*Gift processing\*\*** - the administrative tasks involved in receiving and recording a donation. Related terms: donor database, financial management, stewardship.

The process of receiving, recording, and acknowledging a donation. This may include tasks such as entering the donation into a donor database, issuing a receipt, and depositing the funds. Gift processing is an important aspect of fundraising, as it helps organizations ensure that donations are properly recorded and acknowledged, and that financial records are accurate and up-to-date.

**\*\*Moves management\*\*** - a systematic approach to donor cultivation and solicitation. Related terms: prospect research, acquisition, stewardship.

A structured process for identifying, cultivating, and soliciting donors. Moves management typically involves a series of steps or "moves" that are designed to move a prospect from initial identification to making a gift. These steps may include research, cultivation, solicitation, and stewardship. Moves management is an effective way to manage and track donor relationships, and can help organizations increase their fundraising revenue.

**\*\*Prospect research\*\*** - the process of identifying and gathering information about potential donors. Related terms: acquisition, cultivation, moves management.

The act of researching and gathering information about potential donors in order to identify their capacity and inclination to give. Prospect research may involve reviewing public records, conducting online research, and analyzing data from a donor database. It is an important aspect of fundraising, as it helps organizations identify and prioritize potential donors, and make informed decisions about solicitation and stewardship efforts.

**\*\*Retention\*\*** - the process of keeping donors engaged and giving over time. Related terms: stewardship, donor recognition, gift acknowledgement.

The act of maintaining and strengthening relationships with donors in order to ensure their continued support and engagement. This may involve regular communication, recognition, and reporting on the impact of their gifts. Donor retention is an important aspect of fundraising, as it helps organizations build long-term, sustainable relationships with their donors and increase their overall fundraising revenue.

**\*\*Solicitation\*\*** - the process of asking for a donation. Related terms: acquisition, cultivation, stewardship.

The act of making a formal ask for a donation. Solicitation may involve a variety of methods, such as in-person meetings, phone calls, emails, or direct mail. It is an important aspect of fundraising, as it helps organizations secure the financial resources they need to carry out their mission.

**\*\*Stewardship\*\*** - the process of managing and caring for donor relationships. Related terms: cultivation, solicitation, retention.

The act of nurturing and maintaining relationships with donors in order to ensure their continued support

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and engagement. This process often involves regular communication, recognition, and reporting on the impact of their gifts. Stewardship is an important aspect of fundraising, as it helps organizations build long-term, sustainable relationships with their donors and increase their overall fundraising revenue.