



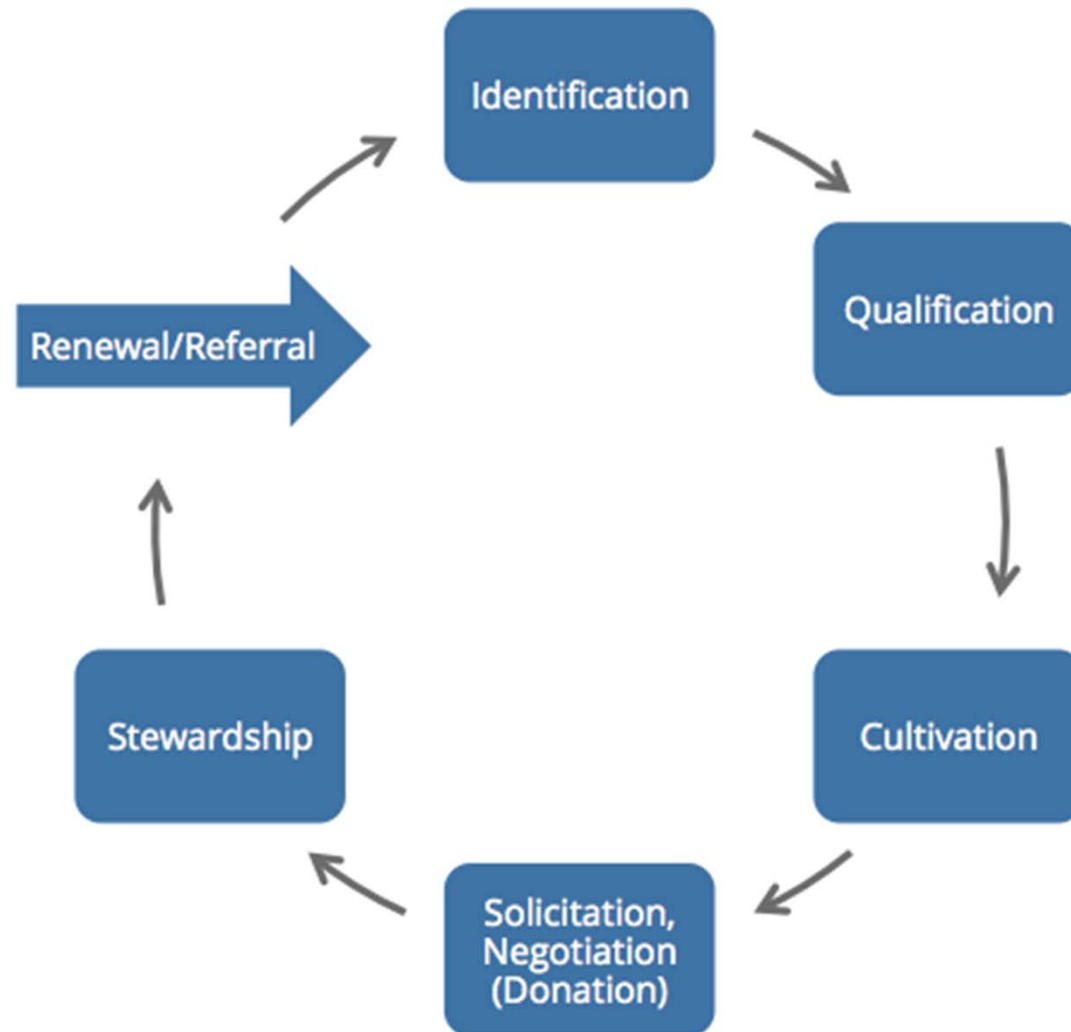
**BOYS & GIRLS CLUBS**  
OF BLOOMINGTON

Jeff Baldwin  
Executive Director

# **MC3 Summit 2019**

Relationships - The Key to Fundraising Success

# Cycle of Philanthropy





# MC3 Summit- December 6, 2019

**'Donor Cultivation' – The Foundation of Relationship Building**  
**Boys & Girls Clubs of Bloomington - [www.bgcbbloomington.org](http://www.bgcbbloomington.org)**

## Components of our Donor Cultivation Program

1. Eat thank Love/Wine and Cheese Event/Big Hearts Luncheon
2. Blue Door Society Cookout
3. Lunch and Learns
4. Kid art magnets
5. Kid art and photo thank you cards
6. Kid art canvases
7. Face to Face Survey meetings
8. Cookie Drops to donors with kids
9. Cultivation Tracking doc
10. Program Guides/Summaries mailed with notes
11. Board Commitment Overview
12. Thank-a-thons to donors
13. House Parties of Hope
14. Coffee Meeting and Lunches with donors
15. Club Tours with donors
16. Random Text Messages
17. Post Special Event thank yous
18. Board Recognition
19. Mailed Newspaper articles/new born babies/ condolence cards
20. Engagement Brochure
21. Reading Festival
22. Thanksgiving Card/Youth of the Year/-judging
23. Be Great Awards to recognize in-kind donors

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So what barriers prevent organizations from having fundraising success?