

Constituent relationships Intention

To honor and respect major contributors to the Northshore Schools Foundation and to develop lifelong relationships which support the mission of the Foundation.

What it means:

- By developing a personal relationship with individual givers you can help the foundation:
 - Assess the best ways to say thank you
 - Report in a meaningful way about our mission
 - Provide relevant information regarding the individuals involvement and capacity
- By developing a personal relationship with individual givers you can help the individual
 - Receive relevant, meaningful information about the difference their financial gifts are making
 - Make important networking connections for the donor
 - Provide appropriate fulfillment regarding why this particular individual gives

What do I do?

- Be the primary contact from the board to this donor
- Personally invite this individual to all appropriate events
- Personalize appropriate board communication
- Make 4-7 contacts through the year with this person
- Collect missing information about this individual so our database is complete
- Keep the Foundation staff informed of life changes that affect this individual
- Be involved in future asks to this individual

How I do it:

- Review their profile and become familiar with what we know and what we need to know
- Personalize board correspondence provided to you at select board meetings
- Keep a look out for relevant information regarding that individuals business or accomplishments and make contact to let them know you know about it.
- Seek them out at Foundation Events
- Send birthday cards
- Other ideas: Set a Google search for them, arrange lunch or coffee to get to know them better, visit their place of business, friend them on Facebook or linked in, etc...