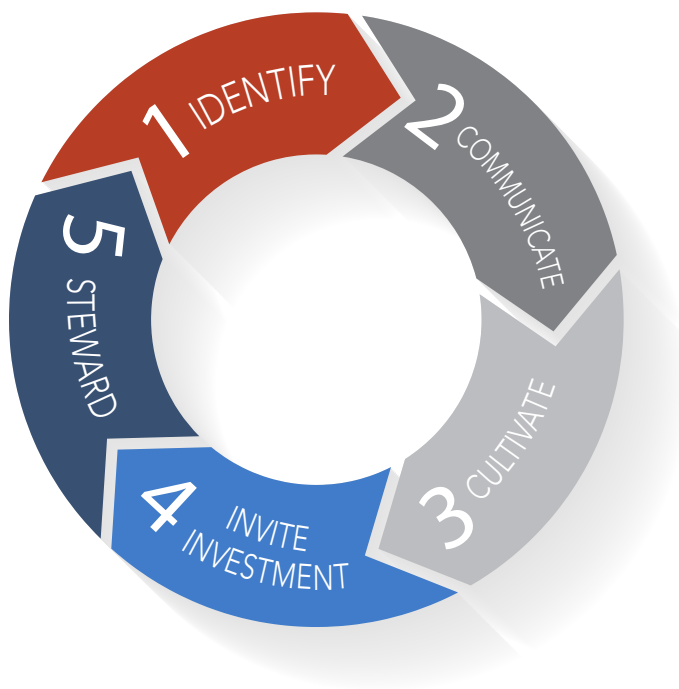


## FUNDING CYCLE

Fundraising is more than just asking for money. PMA advises and supports our partners as they build increased fundraising capacity and attack all elements of the “Funding Cycle”.



### IDENTIFY

- Analyze fundraising infrastructure and processes
- Confirm target, high potential prospects
- Utilize research and data segmentation

### COMMUNICATE

- Utilize effective media and outreach strategies
- Develop clear, targeted messages and collateral that explain mission, vision, and action

### CULTIVATE

- Ensure supporters and prospects “feel” the mission
- Connect the appropriate organizational ambassador(s) with each prospect/donor

### INVITE INVESTMENT

- Evaluate clues to determine highest potential for support
- Answer before the conversation: Who asks? How much? When?
- Listen

### STEWARD

- Personalize attention and gratitude
- Customize communication for multi-year donors, increased donors