

The Donor Relations Committee helps support building a strong major gift program at Affinity Mentoring. The work of this committee helps fulfill the fundraising goals laid out in the Strategic Plan and Advancement Plan by identifying inclined donors, inviting them in through a strategic point of entry, and moving them along customized cultivation paths to fully cultivated gifts. The Donor Relations Committee has the following purposes:

- 1) **Information:** Gather/share information about potential donors and build the list through personal and professional networks.
- 2) **Feedback:** Review and provide feedback on development strategies and cultivation paths for donor stewardship.
- 3) **Ask:** Support the organization to achieve the fundraising goals by soliciting donations from the identified list of prospects.
- 4) **Thank:** Make the donors feel valued and seen by personally thanking them for their support (calls, emails, handwritten notes, etc).

Responsibilities:

- Help the organization increase connectivity to donors and broaden the major donor prospect list.
- Develop a menu of cultivation path activities to engage potential and current major donors.
- Assess the top twenty donors to the organization and help create a deliberate action plan for moving these donors to higher levels within this list, including meeting with them to find out how they became acquainted with Affinity Mentoring and why they remain loyal supporters.
- Identify a giving goal for major donors.
- Create a major gift list and tiered levels for giving.
- Assist with meeting campaign goals (solicit donations, introductory emails, thank you calls, etc.)

Business:

- Meets monthly.
- Meets periodically for working sessions (fundraising, introduction meetings, thank you calls).
- Committee is made up of board, staff, and qualified non-board members (chaired by the Development and Communications Director).

Staff Roles:

- Oversee and manage the Advancement Plan and fundraising campaigns.
- Provide financial reporting, templates, donor lists, communications materials, and answer questions.
- Ensures all information is being tracked in the donor software program.
- The Development and Communications Director and Office Coordinator lead meetings and take minutes.