

Cultivating your fundraising Triple “A” Team



The Ambassador

- Has already made his/her own gift to the organization
- Is a role everyone should play
- Has a vital role in the cultivation of prospective donors and stewardship of continuing donor–investors
- Needs to be well-oriented and coached in the message
- Is a master of the “elevator speech” (and the “elevator question”)
- Is a catalyst for donor–investor renewal



The Advocate

- Has already made his/her own gift to the organization
- On the golf course or in the carpool (at Wegmans or the gym) — has already been strategic in sharing information about the organization
- May also advocate on a more formal basis with city officials, foundation officers, and other partner–organizations
- Is informed about the case for support and is well integrated into the strategic plan and vision
- Is well coached on desired results of personal advocacy and handling objections



The Asker

- Has already made his/her contribution to the organization
- Enjoys sharing his/her enthusiasm for the organization and asking for investment
- Is well-informed, well trained
- Is “matched” with prospective donors (or current donor–investors) for maximum possibility of success
- Is teamed with another board “Asker” or staff leader
- Allows staff to organize the ask so that Asker’s focus can be on the single purpose of getting (or renewing) the gift
- Benefits from the work of the Ambassadors and the Advocates