



Further Faster

Cultivation and Solicitation Strategy Checklist

- ☐ Is it necessary to further involve/ cultivate the prospect prior to making an "ask"?
- ☐ Have you researched what cultivation, planned or accidental, has occurred in the past?
- ☐ Have you considered social events as well as committees and advisory boards?
- ☐ Who should be involved with your cultivation contacts?
 - Consider: Moves Manager* _____
 - Natural Partner(s)* _____
 - Solicitor* _____
 - Agency* _____
 - Leader* _____
 - Other* _____
- ☐ How much are you going to ask for?
 - Amount\$* _____ *For what purpose:* _____
- ☐ Are you taking a proposal?
- ☐ Who signs the cover letter? _____
- ☐ Is your solicitation team set? Are they the right people?
 - Name the team:* _____
- ☐ Have you developed a script?
- ☐ Are you prepared to discuss meaningful outcomes from their commitment?
- ☐ Have you considered potential objections and prepared responses?
- ☐ Have you considered recognition opportunities if they say "yes"?
- ☐ Have you determined a reasonable timeframe for follow-up and discussed strategy?
 - What is it?* _____
- ☐ Is someone assigned to follow-up and draft the commucation?
 - Who?* _____