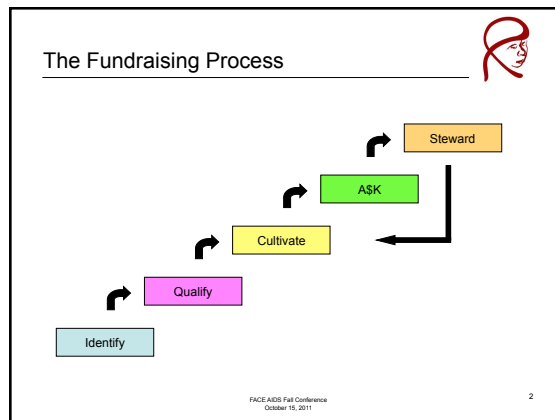




**Crash Course:**  
**One-on-One Donor Visits**

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**Qualify**


- Know your prospect
  - Do your research
  - Understand their interests
  - Know their other giving
  - Know the boards they serve on
  - Understand any connections they may have to FACE AIDS or PIH
- Determine likelihood of gift
- Determine reasonable gift size



**Creating the Message**

- Be concise
- Include a personal or patient story
- Include facts and figures
- State the need and goal
- If in print, include a photo and keep to one page
- Include the ask!

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**Cultivate – Meet with a Prospect**

- Be sincere
- Share your passion
- Learn about their passion
- Share a story/update/materials
- Share the goal and how they can make a difference
- Thank them for their time and interest

Key Themes

- The need – providing necessary access to health care
- Saving lives
- Providing jobs
- They can make a difference in someone's life

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**Steward – The “Thank You”**

- After a visit
  - Thank them for their time and interest
  - Send a hand-written thank you note right away
  - Send any required follow up documents and continue to keep them informed of news
  - Invite to an event
- After a gift is made
  - Make a personal phone call to thank them if appropriate
  - Send another hand-written thank you note
  - Keep them informed of news, updates, etc.
  - Include them in the annual report if applicable

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