EXERCISE: Choose a person from whom you would like to request a gift in three years. Develop a strategy based on this eight-step program which will get you from suspect to prospect over the three years. Use their first name only (or a fictitious name) and describe each step, and list people you need to help you and dates as a goal for measurable success in each step.

1. Identification.

2. Qualification.


4. Relationship building.

5. Request of the gift.

6. Acknowledgment.

7. Stewardship of the gift.

8. Renewal.