



## Greetings from Prospero Group President Doris Feinberg

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At last, we can rejoice that winter is behind us and spring is coming into full bloom. It's time to take a fresh look at the personal and professional relationships that sustain us and the world-changing work to which we've committed ourselves. In this issue, we highlight a key aspect of development: donor relationship building through moves management. Valuing and stewarding our most important relationships is a best practice in development and a core value here at The Prospero Group, where we carefully tend the relationships that make our work so meaningful.

I hope you enjoy this issue; please feel free to send it along to any colleagues or friends who might be interested, and, of course, let us know what you think. Contact me at any time at [dfeinberg@prosperogroup.com](mailto:dfeinberg@prosperogroup.com).



### Our Team

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## What Do Development Professionals Really Develop?

by Susanne Shavelson

Those of us whose are dedicated to doing good deeds in the world know that our success ultimately depends not only on our passion and compassion, but also on ensuring that an organization has sufficient financial resources to carry out its mission. The revenue stream keeps flowing because of the commitment and skill of those in the development arena. While development professionals are sometimes called "fundraisers" as a form of shorthand, it is a misnomer. The field is known as development for a reason: It is all about developing a long-term relationship between the donor and the organization in a way that meets the needs of both: Development professionals fulfill the donor's need to feel that he or she is making a positive difference in the world through a cause that is important to him or her, and we address the organization's need for financial support and advocacy.

Worthwhile relationships between individuals and organizations don't just happen; they must be planned and carefully nurtured through a series of strategic steps known as moves management, the art and science of bringing a donor along a path to greater interest and commitment through a carefully thought-out series of "moves." The moves management plan should cover a determined amount of time, such as 6-12 months, with quantifiable monthly touch points such as visits, communications vehicles, facility tours, committee involvement and other proactive steps that are grounded in the donor's particular connection with or interest in the organization.

Cultivation moves are happening all the time. However, the difference between regular cultivation and moves management is the thoughtful, personalized and sincere long-term strategy that ultimately deepens the donor's investment in the mission. Thus, these moves are the points of contact that educate the donor, make him or her feel more involved in the organization's work and help him or her feel invested in the organization's success.

Moves management does not end when one secures a gift from the donor. A sustained ongoing connection, through stewardship touch points, is essential to sustain an enduring relationship between the donor and the organization.

A Prospero Group client who just began a \$10 million capital campaign offers an example of how moves management can work. The grateful parent of a child who really blossomed

through this organization's program recently pledged \$1,000,000 to the campaign. This was the first seven-figure gift the organization ever received. While the donor specifically stated that he did not want or need to be more involved, our client did not leave it there. Because there are always greater levels of engagement to be reached, they invited him to spend a day with the strategic planning committee and provide insights from his successful career in business. He immediately said yes. This enhanced level of interaction is important on several levels. The organization will immediately benefit from the wealth of valuable advice he has to give, and the donor will feel even more connected because his input will be valued.

So, next time you are about to say "fundraiser," consider instead saying "donor relationship builder."

Susanne A. Shavelson is a senior consultant with The Prospero Group.

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## About The Prospero Group

The Prospero Group, LLC, provides fundraising counsel that ensures lasting growth and change for non-profit organizations. We promote effective governance models and principled leadership to empower professionals and boards as the driving forces of philanthropy.

### Services:

#### Capital Campaign Planning and Oversight

- Organizational assessments
- Feasibility studies and benchmarking
- Campaign case development
- Pre-campaign planning
- Campaign oversight

#### Solicitation Training

#### Strategic Development Program Planning

- Development program assessments
- Major & planned giving program design
- Grant funding
- Annual fund management and production
- Prospect profiling and wealth screening
- Evaluating and recommending fundraising technology
- Staff mentoring

#### Board Development

- Board evaluation & assessment
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