DONOR CULTIVATION EVENT GUIDELINES

Objectives

- Build relationships with major gift donor candidates.
- Learn about donor candidates' interests and experiences regarding philanthropy and the hospital
- Educate donor candidates about the hospital's services, community impact, and upcoming projects.
- Create opportunities for future gift-related discussions.

Event Description

- A dinner or cocktail party held at the host's home or local restaurant for approximately ten–twelve individuals:
    - The host (+spouse/guest)
    - Three donor candidates (+spouses/guests)
    - One or more Foundation staff members
    - A senior member of Administration
    - A clinical staff member (optional)

BCHF Responsibilities

- Cover all event costs.
- With the host, select the caterer or restaurant location and coordinate the event date/time/logistics.
- With the host, determine the guest list based on established relationships and giving capacity.
- Ensure that a Foundation staff member and a senior member of the hospital Administration are present.
- Coordinate talking points with the host.
- Determine with the host the best method of post-event follow up with key prospects.

Host Responsibilities

- Recommend a format (dinner vs. cocktail party) and location (home vs. local restaurant) for the event based on his/her comfort level.
- With the foundation, determine the guest list based on established relationships and giving capacity.
- Personally invite and confirm the attendance of key prospects prior to the event, and follow up with key prospects post-event.
- Welcome and introduce attendees on site, and foster positive conversation about the hospital (including personal reasons for supporting the foundation).