PURSUANT®

fundraising strategy map

REVIEW DATE:

REVIEW COMMITTEE:

VISION

CASE FOR SUPPORT

MAJOR GIFT DEVELOPMENT

MAJOR GIFT OFFICER	PORTFOLIO	VISITS	ASKS	GOAL

STRATEGIES

MID-LEVEL DEVELOPMENT

MID-LEVEL OFFICER	PORTFOLIO	VISITS	ASKS	GOAL

STRATEGIES

ANNUAL/GENERAL FUND DEVELOPMENT

GOAL	STRATEGIES
UPGRADING	
RECURRING	
REACTIVATION	
ACQUISITION	
IMPRESSIONS	

STEWARDSHIP/EDUCATION

ONGOING RETENTION STRATEGIES

ONLINE	OFFLINE

ONLINE	OFFLINE

ONLINE	OFFLINE