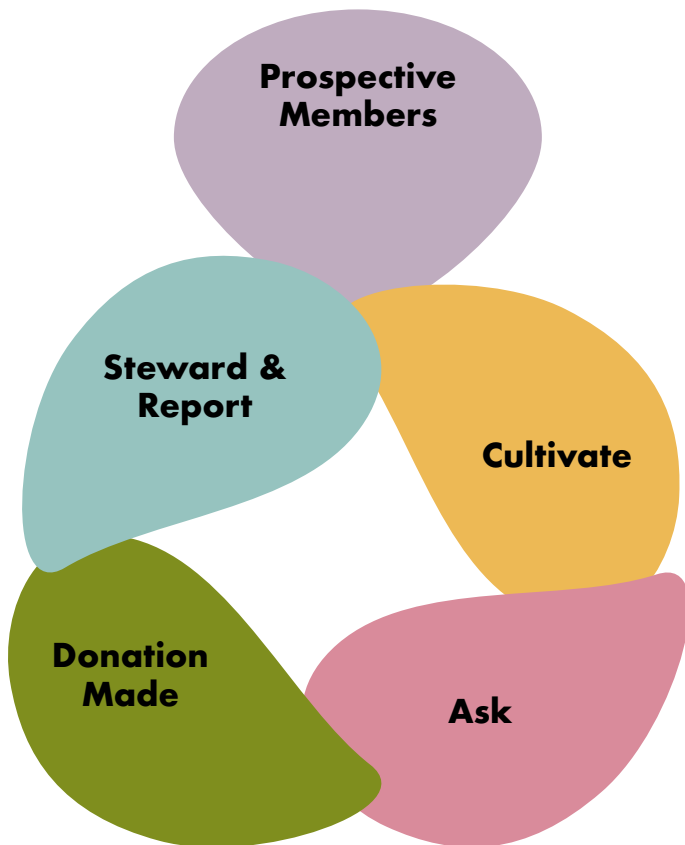


Overview



1. **Prospective Members:** People who may become members but aren't currently.
2. **Cultivate:** Get to know the person: what are they interested in and why. And this is an opportunity to explain TPE, what we're currently working on, what we need support with.
3. **Ask:** Request support (e.g., general support, land management, land protection, etc.). Can be an indirect ask as well, such as leaving behind remit envelopes or providing a link to our giving page at events.
4. **Donation Made:** A person shows their support for TPE with a donation!
5. **Steward & Report:** Letting the donor how much their gift is appreciated and what their gift will go to supporting. After a period of time, following up with the donor to let them know what's been accomplished so far with the help of their support. A donor should receive at least three acts of stewardship and reporting before being asked again.

Journey Detail

Prospective Members

1. **Prospective Members:** People who the ability to give, affinity to our mission and we have access to get to know one another more (e.g., Leonardo DiCaprio is interested in combatting climate change, but unless someone knows him, we're likely not going to get a donation from him).

Potential Prospects: Work party volunteers who are not yet members; people on our email lists who aren't members; people you meet at tabling events, Rotary Club presentations, Earth Fair's etc.; friends and family; social media followers; field trip and workshop attendees; those that already support other environmental organizations; environmental educators; and more!

Cultivate

2. **Cultivate:** This is when you'll discover more about the prospective or current member. Get to know them and what their passionate about. What connects them with you're own interests? Are there any alignments with their passions and the organizations or your Chapter's needs?

This is also a great time to share a bit about you. Share your own heart-felt, concise (<3-minutes) story about how you got involved—and stay involved—with The Prairie Enthusiasts. Sharing your story with others is one of the most compelling ways to build support for The Prairie Enthusiasts.

Prompts To Help Craft Your Own Story: Talk about your first time on a prairie, or your first experience with The Prairie Enthusiasts. What specific experience illustrate the importance of your relationship with The Prairie Enthusiasts? What's the best thing to happen to you or the things your passionate about since you joined The Prairie Enthusiasts? What do you wish people knew about fire-dependent habitats and/or The Prairie Enthusiasts? Why did you become a member, stay a member, or increase your involvement?

Ask

3. **Ask:** Simply put, this is the stage of asking for support. Remember that your are giving people the opportunity to support our mission by making an ask.

Types of Asks: Personal ask, appeals, providing remit envelopes on tables, providing a QR link to our giving page, sharing appeal through email and social media, etc.



Donation Made

4. **Donation Made:** A donation has been made either by making a gift online, recurring donation, with a check, through a DAF, stock transfer, in-kind donation, direct bank transfer, IRA charitable rollover or bequest. Chapter Support will process the donation and enter the donor's gift information into our donor database.

More Information About Gift Types: If anyone asks about how to make a gift other than online or with a check, you can encourage them to contact Info@ThePrairieEnthusiasts.org or direct them to the [More Ways to Give](#) webpage.



Steward & Report

5. **Steward & Report:** This phase all about thanking the donor for their generosity and informing them about what their gift will support.

Types of Stewardship & Reporting: Acknowledgement letters, phone calls, greeting cards, emails (either personal or mass), *The Prairie Promoter*, property tours, in-person meetings (at homes, coffee shops, etc.), invites to special events where asks will not be made, etc.

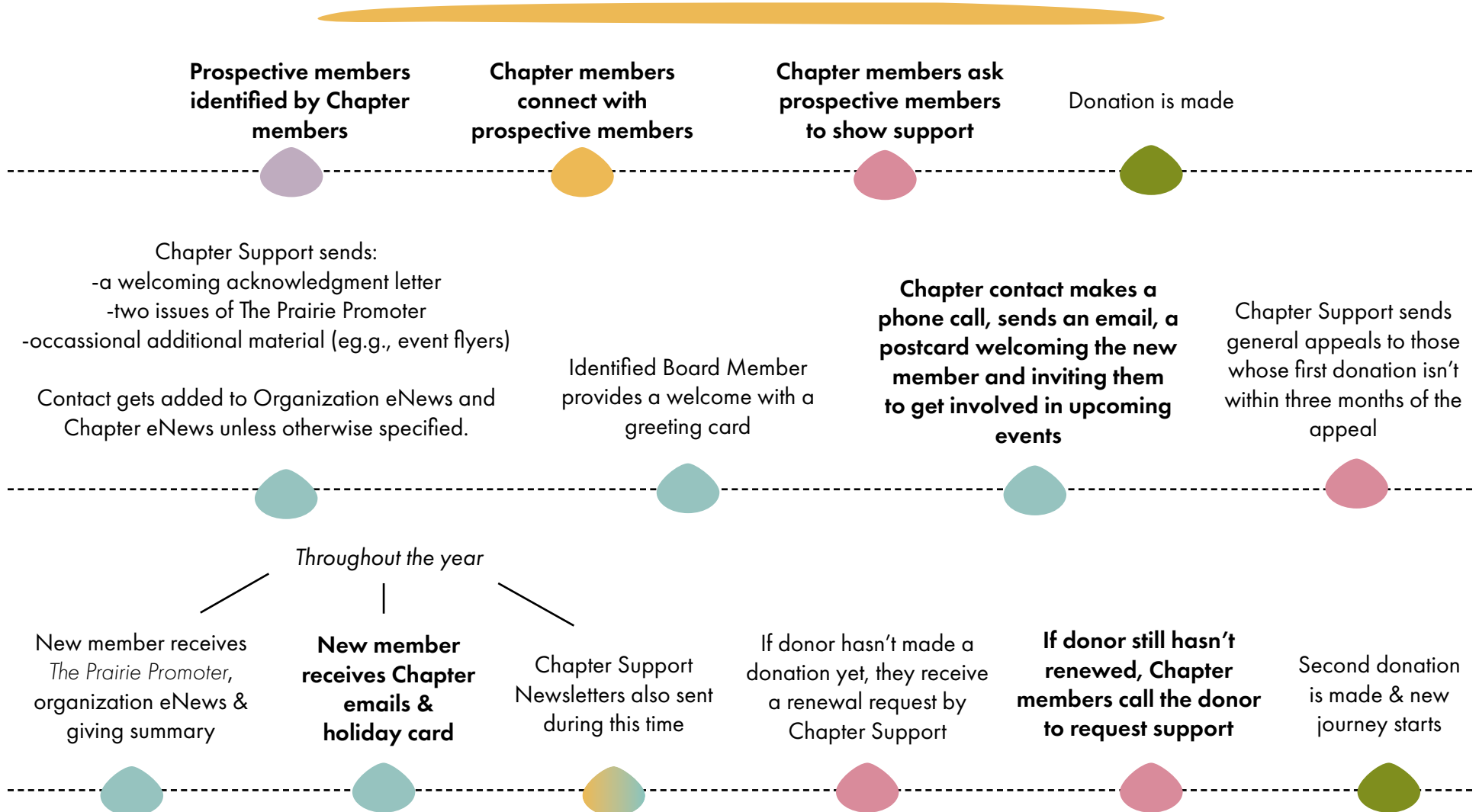
Once at least three stewardship and reporting touches have been made, the cycle starts over again with cultivation.

Ideal Journeys

Chapter actions are noted in bold

New Members

Applicable to: new donors through any giving method, donors who set up a new recurring donation schedule and gift memberships

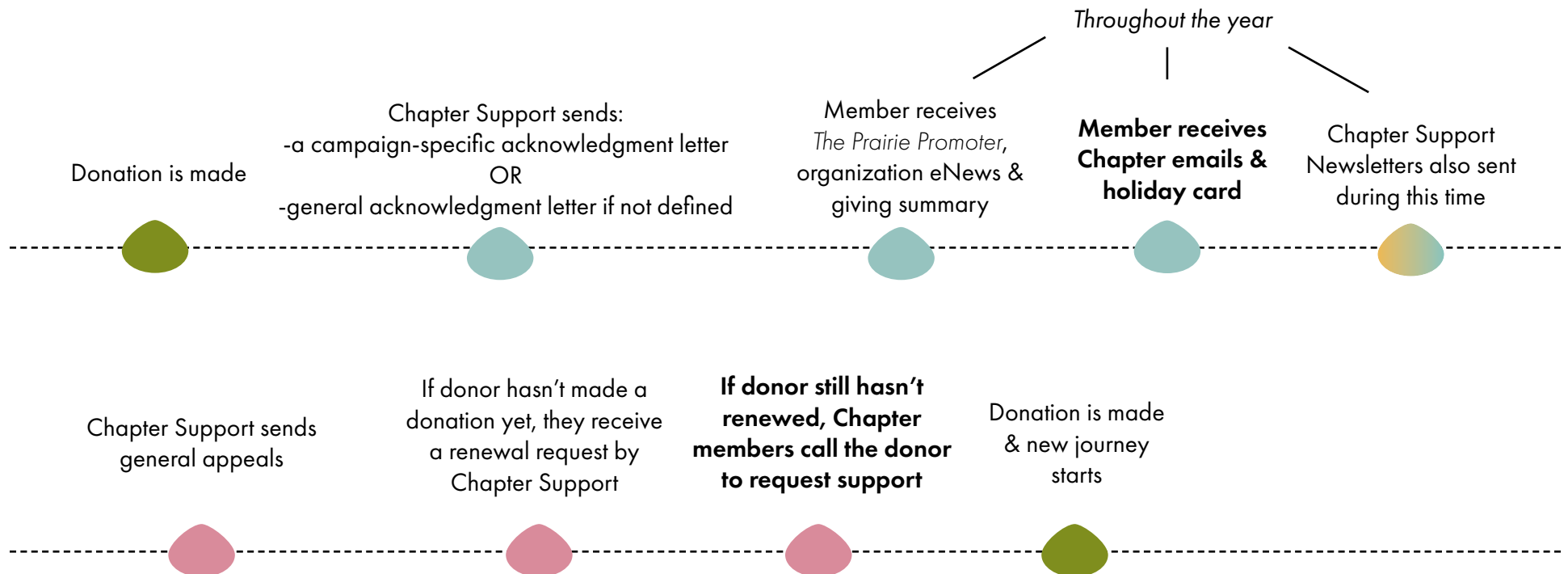


Ideal Journeys

Chapter actions are noted in bold

Returning Members-General Giving Level

Applicable to: Non-first-time donors who have never given a gift of \$250 or more and don't have a Relationship Manager assigned.

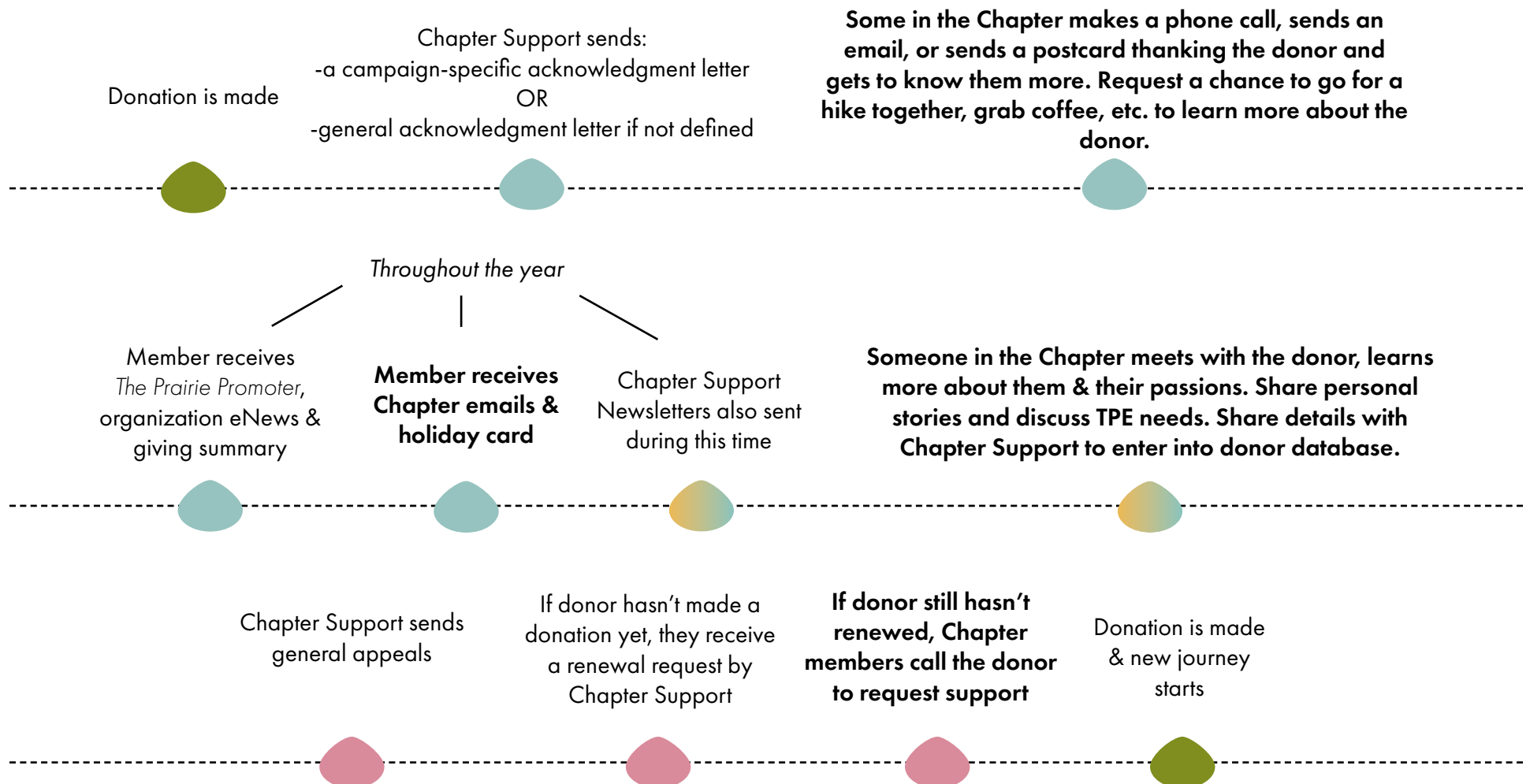


Ideal Journeys

Chapter actions are noted in bold

Returning Members-Mid Giving Level

Applicable to: Non-first-time donors who, at some point, have given a gift of \$250-\$4,999 and don't have a Relationship Manager assigned.



Ideal Journeys

Chapter actions are noted in bold

Returning Members-Major Giving Level & Those with a Relationship Manager

Applicable to: Any donors who, at some point, have given a gift of \$5,000 or more or any donors who have a Relationship Manager (RM) assigned.

Note: RM may be within Chapter Support or within the Chapter; therefore RM notes are highlighted.

