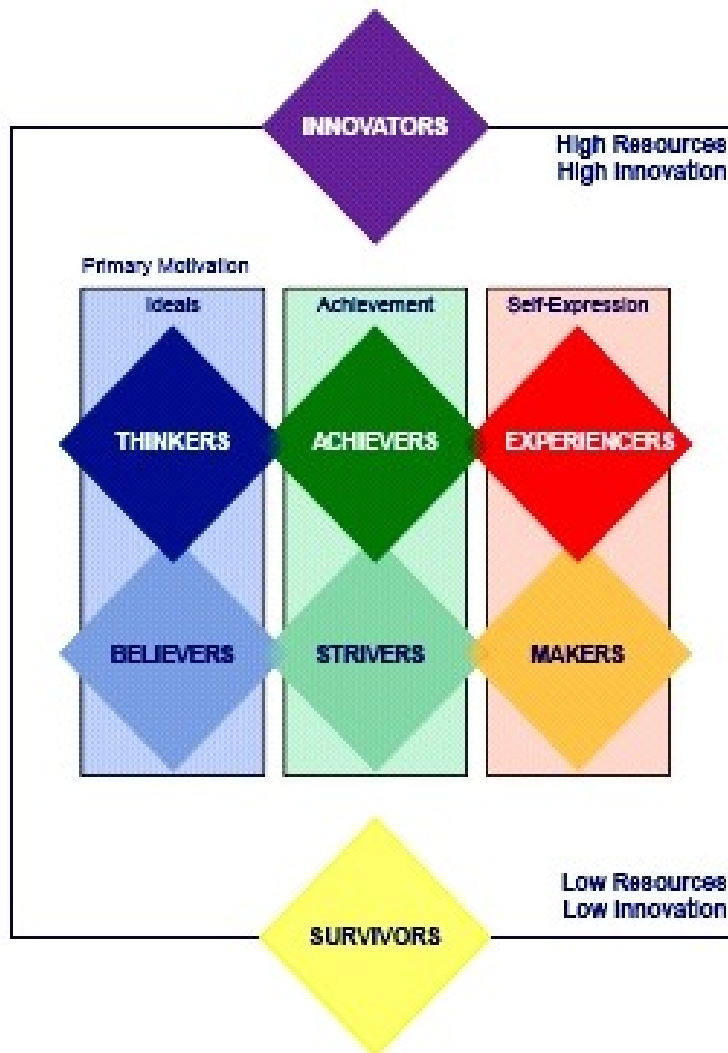


**VALS: Values and Lifestyles Segmentation System from SRI Business Intelligence**

Find your type: <http://www.strategicbusinessinsights.com/vals/presurvey.shtml>



**Principle or Ideals  
Motivated**

Motivated by intellectual criteria (quality, integrity, consistency, or tradition)  
Idea driven with a “moral code”  
Private, mentally active and curious

**“What IS Good”**

**Status Motivated**

Motivated by a desire to demonstrate success to peers  
Role conscious (work and family), concerned with the perceptions of others  
Social roles are a framework for the self

**“What LOOKS Good”**

**Action or Emotion  
Motivated**

Motivated by a desire for social or physical activity, risk taking, and variety  
Focused on having an emotional impact  
Sociable, friendly, physically daring

**“What FEELS Good”**



## Donor Cultivation Activities Exercise

In your small group, complete the following grid for one of your organizations. In each box, list a cultivation event or activity that will appeal to each donor motivation.

	Ideals/Principle Motivation “What IS good”	Status Motivation “What LOOKS good”	Action/Self-Expression Motivation “What FEELS good”
Social			
Referral			
Indirect			
Direct			

### Examples of Donor Cultivation Activities

#### Social

- Friendraising events
- Parties of any sort

#### Referral

- Establishing buying influencers—other volunteers who say you are great
- Peer to peer networking
- Social media interactions

#### Indirect communication

- Public relations/Advertising
- Personal presence of nonprofit’s staff: “You’re everywhere!”
- Social media
- Newsletters

#### Direct communication

- Tours
- Social media
- Newsletters
- Cultivation calls

**Donor Cultivation Plan****Date:** \_\_\_\_\_

Donor Name: \_\_\_\_\_

Donor category: \_\_\_\_\_ Top Ten \_\_\_\_\_ Next 25 \_\_\_\_\_

Contact information:

Address	
City, State ZIP	
Email	
Phone	

General Notes:

Donor Status/Advances

Initial Contact Date:	2	3	4	5	6	7	ASK Target Date:

Generic cultivation activities:

Activity	Date

Custom cultivation activities specific to this donor:

Activity	Date

Primary Staff: \_\_\_\_\_

Secondary: \_\_\_\_\_

Primary Volunteer: \_\_\_\_\_