Good Development Practice
The Development Continuum

Increasing Degrees of Involvement Over Time

<table>
<thead>
<tr>
<th>Ignorance</th>
<th>Awareness</th>
<th>Interest</th>
<th>Participation</th>
<th>Commitment</th>
<th>Ownership</th>
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- **JOIN THE BOARD**
- **PARTICIPATE IN DEVELOPMENT ACTIVITIES**
- **JOIN COMMITTEES AND WORK GROUPS**
- **PARTICIPATE IN FOCUS GROUPS AND 1 ON 1 MEETINGS**
- **PURCHASE TICKETS AND SUBSCRIPTIONS**
- **RECEIVE INVITATIONS TO EVENTS**
- **ADD TO MAILING LIST & E-BLAST LISTS, RECEIVE PUBLICATIONS & COMMUNICATIONS**

**Cultivation Activities, Generic Broadly Defined Categories**

**Goal:** Realize to the fullest extent possible the value of the donor’s contributions over time.

**Strategy:** Strengthen donor relations over time by moving them as far along the continuum as possible.

**Method:** Provide ongoing education, nurture direct personal involvement, and provide highly personalized quality experiences that inspire donor interest and commitment.