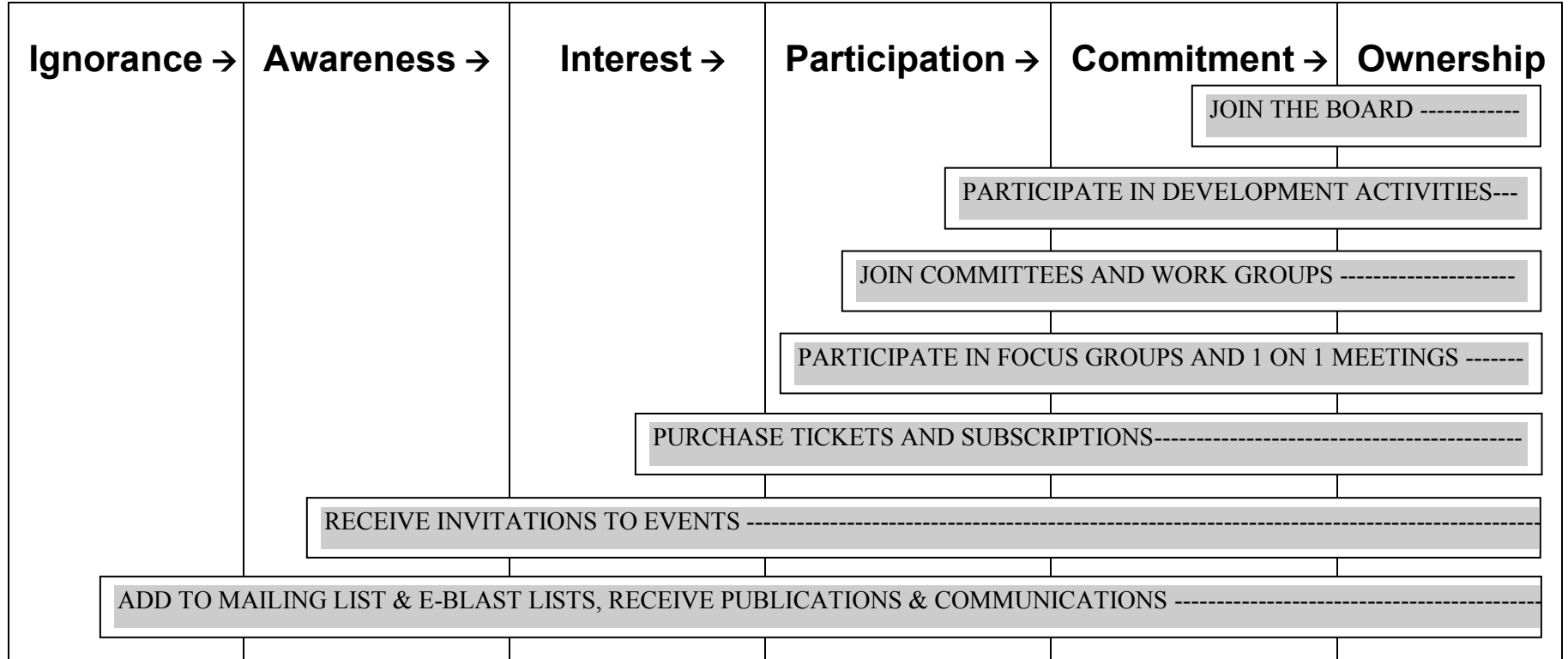


# Good Development Practice The Development Continuum

→ Increasing Degrees of Involvement Over Time →



### 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.

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