The Development Strategy Team

The strategy team for a given probable donor is comprised of the **Moves Manager**, the **Natural Partners**, and the **Primary Player**.

The **Moves Manager** (fund development professional) is the coach who develops the overall strategy for each probable donor and assembles the team for each donor visit.

The **Natural Partners** are the people who know the probable donor best. They can tell you what kind of contacts will be most effective. They assist with setting up appointments, assist as appropriate with solicitation. They have close relationships to the probable donor or primary players who can influence the probable donor.

The **Primary Player** (s) is the Natural Partner in the best position to advance the relationship with the donor. This is the person the probable donor will have the hardest time saying “no” to for a gift. It’s the person with the greatest leverage with the probable donor.

**PRESENTATION CHECKLIST**

- **Name of Prospect**
- **Name of the Moves Manager** (sometimes referred to as relationship manager)
- **Natural Partners**
  a) **Who**… needs to be there (PRESENTATION TEAM)
  b) **What** … do we want to accomplish (GOALS)
  c) **Potential Challenges** (OBJECTIONS) … and RESPONSES
  d) **Where** … BEST place for “Visit” (Start at Our Facilities)
  e) **How** … will we PREDISPOSE
  f) **When** … is the BEST TIME
  g) **FLOW** … of the VISIT
  h) **PRESENTATION TOOLS** …
  i) **POSSIBLE PROJECTS/PROGRAMS**…