**Cultivation teams should be as broad and deep as necessary** to allow any and all staff, board members, volunteers, and current donors who can contribute a valuable role toward achieving the best possible outcome for the prospect and your mission.

The Cultivation Team structure for a transformational giving prospect may vary based on your specific staffing configuration. Illustrated to the right is a basic model that can work for any nonprofit.

A few things to note about this Cultivation Team structure:

1. The roles identified are not mutually exclusive; **one person may fill multiple roles**.
2. **The composition of the team may change** based upon new knowledge of the prospect’s Interests, Alignment, and Connections, or internal staffing changes.
3. **The composition of the team may consist of multiple Development functions** (e.g., Major Gifts, Planned Gifts, Corporate Partnerships, Foundations, and Special Events) **and Program staff**.
4. For federated organizations, teams may be comprised of **a combination of chapter and headquarters’ staff**.
5. **Roles may change over time** as your organization’s relationship with the prospect evolves.
6. **Additional roles might be added** to the Cultivation Team Structure should your organization become larger and more complex over time.

|  |  |
| --- | --- |
| Prospect Name |  |
| Account ID |  |

**RELATIONSHIP MANAGER** required)

***One Staff Member***

Has overall accountability for the prospect and is responsible for strategically advancing the relationship by ensuring adherence to the Cultivation Strategy. Is also accountable for keeping the Cultivation Team engaged and informed. This role should always be filled by a fundraiser such as a Major Gift Officer, Corporate Partnerships Director, or Foundation Relations Director.

|  |  |
| --- | --- |
| Name | Title |
|  |  |

**RELATIONSHIP STRATEGIST(S)**

***One or More Staff***

Serves as an advisor to the Relationship Manager in establishing the Cultivation Team, developing the Cultivation Strategy, and planning the Curated Connection Experience and solicitation approach for the prospect. This role is typically filled by a member of senior leadership.

|  |  |
| --- | --- |
| Name | Title |
|  |  |
|  |  |
|  |  |

**NATURAL PARTNER(S)**

required, over time

***One or More Staff, Volunteers, or Donors***

Has a meaningful relationship with the prospect and insights into their motivations and aspirations. This relationship may predate your organization’s introduction to the prospect, or it may develop naturally over time. A Natural Partner (i.e., a board member), may even make the Ask.

|  |  |
| --- | --- |
| Name | Title |
|  |  |
|  |  |
|  |  |

**PROGRAM PARTNER(S)** (required, over time)

***One or More Staff***

Serves as the “content expert” by providing programmatic subject matter expertise to demonstrate alignment of the prospect’s motivations and aspirations to the mission. This role is always fulfilled by a staff person with deep knowledge of your mission-based work.

|  |  |
| --- | --- |
| Name | Title |
|  |  |
|  |  |
|  |  |