**Mastering the Donor Cycle: Ask, Thank, Report, Repeat**

**Mastering Asking:**

* The personal ask, face to face
* The written appeal asks with return envelop
* The email asks
* The group asks at special events, family camps, staff meetings, Board meetings, etc.
* The peer-to-peer fundraising asks

**Mastering Thanking**

* Quickly, correctly, and officially
* Personally, warmly, and hand-written
* On-line after giving on-line
* In newsletters and all messaging
* On recognition walls,
* At events

**Mastering Reporting**

* Annual Impact Report
* Donor visits to Camp
* Handmade cards from campers
* Newsletters, updates, communication, social media
* Reporting to the Board of Directors
* Reporting to your boss (the results)

**Mastering Repeating**

* Development Planning
* Communications Planning
* Setting Goals