

Donor Cultivation

1. Purpose

This guidance articulates Foothills' fundraising philosophy, grounded in abundance, gratitude, and relational stewardship. It affirms that our approach to generosity-building should reflect our mission, center in partnership for resourcing, include joyful connection, and uplift the dignity of all participants.

2. Organizational Guidance

• Philosophy of Generosity

- Whenever possible, fundraising should be rooted in a mindset of **abundance**, not scarcity.
- We acknowledge and celebrate the generosity of all contributors, regardless of amount.

• Relational Approach

- Fundraising teams and leaders should prioritize:
 - **Personal outreach** and relationship building
 - **Transparent communication** about needs and impact
 - **Timely gratitude and acknowledgment**

• Team Involvement

- A **volunteer team** should be engaged regularly to:
 - Support **outreach to individual donors**
 - **Thank and celebrate** contributions
 - Help **grow the culture of generosity** within the congregation

3. Related Content

- [Board Policy 3.3.5](#) – Fundraising

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