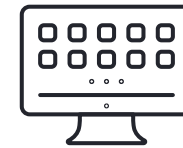
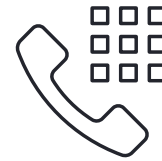




# Donor Qualification Cycle

It can take an average of **seven touch points** before a donor may respond to you.



General  
Introduction  
Letter

Follow-Up  
Attempts  
(Phone or  
Email)

Touch  
Point with  
Personal  
Note

Non-  
Responder  
Letter  
& Survey

Follow-Up  
Attempts  
(Phone or  
Email)

Touch Point

Final Note