

# Setting Up a Cultivation Meeting Emails

## No Relationship

### Subject Line: Reaching out at Sharon Spar's suggestion

Dear Rhonda,

Per Sharon's suggestion, I'm reaching out to see if I might meet with you to talk about Elkwood Community Center.

At the Center we're building a stronger community and impacting the lives of hundreds of children, teens, families, and seniors. Sharon thought you would be interested in learning more about the Center given your deep roots in the community and your interest in strengthening families.

If you have the time, I'd be delighted to host you here at the Center for a visit. It would be an opportunity to see hands-on the work were doing in the community and to ask questions of our program staff.

If time is tight, I'm happy to meet you over lunch or a cup of coffee, or simply visit with you at your office.

We are always on the lookout for people who might be interested in being involved with the Center. The first step is getting to know our work and the people who make it happen, to see if it's the right fit for you.

I hope to have the opportunity to meet you soon given how highly Sharon regards you!

Brian Saber  
Director of Development

# Setting Up a Cultivation Meeting Emails

## Relationship But No Gift

**Subject Line: Would you be interested in learning more about Elkwood Community Center**

Dear Rhonda,

It was a delight speaking with you during Elkwood Volunteer Day last week, and I hope you enjoyed your time in the Children's Center. The children love having visitors and we appreciate the time you take each year to read to them. The more we can read to these children the more prepared they are for kindergarten, and that means better outcomes throughout their lives.

Rhonda, given how enthusiastic you are about the Children's Center, I thought you might be interested in learning more about the Community Center's other programs. We're equally proud of our programs for teens and seniors and I thought you might take an interest in those as well.

Might we meet over a cup of coffee to talk about ways you can get further involved at Elkwood? We are always looking for people to provide resources in a variety of ways and given your background in human resources I thought you might be interested in hearing about our needs in that area. We could certainly use your expertise.

If you've got the time to come back to Elkwood I'd love to give you a tour of our other programs, which I don't believe you've gotten to see up close. If not, I'd be happy to meet you wherever it's convenient.

I hope to have the chance to sit down with you one-on-one.

Sincerely,

Brian Saber  
Director of Development



# Setting Up a Cultivation Meeting Emails

## Gift But No Contact

### Subject Line: Time to get together

Dear Rhonda,

Thank you again for your ongoing support of Elkwood Community Center. We are so grateful to have your continuous support these past five years. Consistent annual fund support is the backbone of everything we do – we couldn't keep our programs going strong without you and your fellow loyal donors.

Rhonda, we so appreciate your giving year in and year out without having had any in-person contact with us, and I'd like to fix that by finding time to get together. I'd like to thank you in person for your support and to learn more about what interests you about Elkwood so we can keep you better informed going forward.

Might you be interested in coming down to Elkwood to see our programs in action? If so, it would be an honor to host you here whenever it's convenient for you. If not, I'd be happy to meet you wherever it makes sense for you – over coffee or lunch near you or at your home, if you prefer.

I hope to have the opportunity to meet you in person soon.

Sincerely,

Brian Saber  
Director of Development

# Setting Up a Cultivation Meeting Emails

## Contact and Gift

### Subject Line: Time to get together

Dear Rhonda,

I hope you had a good summer and are looking forward to fall. We had a busy summer at Elkwood given the renovation of the Senior Center. You won't believe the transformation.

It's been awhile since we last met, and I was wondering whether you might have some time in the coming weeks when we could get together.

I'd like to fill you in on our plans to expand our pre-K program as I recall it's an area of special interest to you. I was also wondering whether you might help us open a door to the Sennett Foundation and would like to hear your thoughts on them given your connection to the family.

If you have the time to come by and see the renovated Senior Center I'd be delighted to give you a tour. Of course, I'm happy to meet at your office or over coffee wherever it's convenient for you.

As always, my thanks for your loyal and enthusiastic support of Elkwood.

I hope we can get together soon.

Sincerely,

Brian Saber  
Director of Development