

MOVES MANAGEMENT AUDIT EXERCISE

Please utilize the following fundraising models to evaluate your organization's "moves management" system.

FUND RAISING MODELS

Author	Stage 1	Stage 2	Stage 3	Stage 4	Stage 5	Stage 6	Stage 7
G. T. Smith (1975)	Identification	Information	Interest	Involvement	Investment		
D. R. Dunlop (1993)	Identification	Information	Awareness	Understanding	Caring	Involvement	Commitment
R. F. Prather (1981)	Identification	Cultivations	Planning	Solicitation	Follow-up		
W. F. Dailey (1986)	Research	Qualification	Strategy	Involvement	Ask	Closing	Follow-up
E. W. Wood (1989)	Research (25%)	Cultivation (60%)	Solicitation (5%)	Recognition (10%)			
E. R. Tempel (1991)	Analysis	Planning	Cultivation	Execution	Control	Evaluation	
V. Steele & S. Elder (1992)	Identification	Cultivation	Solicitation	Stewardship	Re-solicitation		