

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 | | |