

Sample Moves-Manager Job Description Development Officer or Major Gifts Designee

Resource 1.16

1. Define the prospects.
2. Define and be able to articulate the case.
3. Develop a strategy for each prospect.
4. Plan moves.
5. Coordinate those involved in cultivation or the ask.
6. Set measurable outcomes, managed for moves on a weekly basis.
7. Redefine the strategy as events, conversations, moves, and realities unfold in real time. After each move, ask if the rest of the moves have shifted at all due to this move.