

eTapestry Moves Management® Module

WHAT IS IT?

Developed by the Institute for Charitable Giving, the **Moves Management®** concept has been recognized by fundraisers as the premier method for prospect and donor cultivation practices. The methodologies and concepts that make up the **Moves Management®** process have been incorporated into eTapestry as a fully integrated tool for easily extending this process to an organization's existing donor records.

HOW DOES IT WORK?

The fundamental **Moves Management®** concept asserts that fundraisers need to manage a series of steps (moves) for each identified prospect. These steps, which vary depending on the individual prospect, will "move" from attention to interest to desire to give. The goal is to move the prospect to giving everything he or she can to your organization. This continual process encapsulates the life of a fundraiser. The fundraiser is continually moving the prospect toward their next gift.

Each "move" represents a discrete contact with the prospect. Contacts include, but are not limited to, email, phone calls, letters, faxes, face to face conversations, and planned events.

Through integration with eTapestry, organizations can track, record, and plan each move with a prospect or donor. The **Moves Management®** process in eTapestry will provide:

- o Guidelines for evaluating Financial Capability
- o Guidelines for evaluating Cultivable Interest
- o Guidelines for each phase of the Solicitation Process

In addition, you will have access to the experts at the Institute for Charitable Giving for answering your questions on the **Moves Management®** process.

SUMMARY

Now you can incorporate the proven practices of **Moves Management®** from the Institute for Charitable Giving with your donor database. By combining eTapestry's contact management and communication capabilities with the strategies of **Moves Management®**, you can weave together a complete management solution for expanding your major gift fundraising.

The eTapestry **Moves Management®** module is available for a monthly fee of 10 percent of your base eTapestry service. There is a minimum monthly fee of \$10. eTapestry is proud to be a partner with the Institute for Charitable Giving.



888.739.3827

solutions@etapestry.com

www.etapestry.com

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 eTapestry.com
 6107 West Airport Blvd
 Suite 120
 Greenfield, IN 46140



eTapestry users can select the categories of information they want to use for handling their Moves Management processes.