

As strategic cultivation increases an organization’s image, reputation, and priority with both current and future planned giving donors, OINOS Consulting has developed a Strategic Cultivation Method that is based on the Parable of the Sower (Matthew 13: 1-12). If employed in tandem with a more specialized value-based estate planning process, the general strategy can help institutions of higher education counteract the Principle of Accumulated Advantage (Matthew Effect) often summarized by the adage “the rich get richer and the poor get poorer.” The concept is applicable to matters of fame or status but may also be applied to cumulative advantage of economic capital. The cultivation process includes the following eight interrelated steps.

Planned Giving Cultivation Method

Step	Action	Scriptural Support (Matthew 13)
1. Servant	<ul style="list-style-type: none"> • Classification of donors 	<ul style="list-style-type: none"> – A farmer went out . . . (3)
2. Soil	<ul style="list-style-type: none"> • Clarification of donor’s credo of personal values 	<ul style="list-style-type: none"> – to sow his seed. (3)
3. Situation	<ul style="list-style-type: none"> • Alignment of personal credo with mission of school 	<ul style="list-style-type: none"> – As he scattered . . . some fell on good soil. (8)
4. Seed	<ul style="list-style-type: none"> • Calculation of resources 	<ul style="list-style-type: none"> – where it produced a crop . . . (8)
5. Scheme	<ul style="list-style-type: none"> • Identification of most appropriate philanthropic tools and instruments 	<ul style="list-style-type: none"> – a hundred, sixty or thirty times what was sown. (8)
6. Start	<ul style="list-style-type: none"> • Execution of giving strategy 	<ul style="list-style-type: none"> – Whoever has will be given more, and they will have an abundance. (12)
7. Salutation	<ul style="list-style-type: none"> • Celebration of philanthropic impact 	<ul style="list-style-type: none"> – Blessed are your eyes because they see, and your ears because they hear. (16)
8. Supervision	<ul style="list-style-type: none"> • Monitoring of on-going donor/institution relationship 	<ul style="list-style-type: none"> – Whoever has ears, let them hear. (9) – The harvest is the end of the age. (29)