

Donation Letter: Establish Your Donor Network

Checklist for Donation Letter

- ☐ Make a list of the people you know. This is your *donor network*. Aim for a hundred people—you probably know a lot more people than you think!
- ☐ As you assemble the list that will make up your donor network, ask yourself how each of these people or groups prefers to communicate – will you reach out to them with an e-mail, via social media such as Facebook or LinkedIn or with a printed letter? The answer to this question will help you with the next steps.

Establishing your donor network

Open up your favorite spreadsheet application (or rolodex, little black book, SQL database, pile of sticky notes...) and list all the people you know. This is the beginning of your *donor network*.

Your network spreadsheet should contain several key elements:

1. **Every single person you know** who you can send your letter or email to. Aim high! See if you can list a hundred people. See the “Memory Jogger” below for some ideas.
2. **Contact information** including email, snail-mail address and phone number.
3. Any **personal notes** that you can include in your e-mail or letter as you start fundraising. For example, “I hope you and Adam are doing well, it was great running into you at Fred’s a few weeks ago.” The more personalized your communication, the better your response rate.
4. Set up columns for data you’ll add later such as **how much** each person donates. You’ll update this throughout your fundraising campaign.
5. Leave yourself space to make a note when you send each person a **thank you** card.
6. Connections to the mission will be important throughout the season and on event weekend – make space as you build your donor network to record each potential donor’s **personal connection** to the mission.

Memory Jogger

100 people might seem like a lot to list in your donor network. Some of our top fundraisers have over 1,000 people in their network! To help you brainstorm your list, here are some suggestions from our fundraisers. Don’t be shy; you never know who has a personal connection to a blood cancer!

Who Is/Are My...

Parents _____
 Grandparents _____
 Brothers _____
 Sisters _____
 Aunts _____
 Uncles _____
 Cousins _____
 Brothers-In-Law _____
 Sisters-In-Law _____
 Accountant _____
 Aerobics Instructor _____
 Alterations- Clothing _____
 Ambulance Driver _____
 Antique Dealer _____
 Appraiser _____
 Architect _____
 Attorney _____
 Auctioneer _____
 Auditor _____
 Baby sitter _____
 Baker _____
 Banker _____
 Bartender _____
 Beautician _____
 Bookkeeper _____

Bus Driver _____
 Butcher _____
 Carpenter _____
 Carpet Cleaner _____
 Caterer _____
 Chiropractor _____
 Dentist _____
 Dietician _____
 Electrician _____
 Electrolysis _____
 Engineer _____
 Engraver _____
 Exterminator _____
 Financial Planner _____
 Funeral Director _____
 Interior Decorator _____
 Notary _____
 Nurse _____
 Nutritionist _____
 Office Cleaner _____
 Optometrist _____
 Painter _____
 Pharmacist _____
 Photographer _____
 Physical Therapist _____

Physician (Family) _____
 Physician (Dermatologist) _____
 Physician (OB-GYN) _____
 Physician (etc., etc., etc.) _____
 Physical Therapist _____
 Piano instructor _____
 Plumber _____
 Police Officer _____
 Psychologist _____
 Psychotherapist _____
 Publisher _____
 Recruiter _____
 Reporter _____
 Security Guard _____
 Veterinarian _____
 Wedding Planner _____

Who Sold Me My...

Advertising _____
 Auto _____
 Antiques _____
 Audio Visual Equipment _____
 Auto Repairman _____
 Auto Lessons _____

Awnings _____
Balloons _____
Banquet Room _____
Barbecue _____
Battery _____
Beer _____
Bicycle _____
Bed _____
Bike _____
Blinds _____
Boat _____
Boat Supplies _____
Boat Storage _____
Boiler _____
Books _____
Boots _____
Bricks _____
Brochure _____
Bridal Gown _____
Burglar Alarm _____
Cabinets _____
Camera _____
Camper _____
Car Wash _____
Carpeting _____
Cell Phone _____
Cement _____
Chimney Cleaning _____
Christmas Tree _____
Clothing _____
Computer _____
Computer Supplies _____
Computer Software _____
Condominium _____
Contact Lenses _____
Construction _____
Copier _____
Cosmetics _____
Dry Cleaning _____
Eye Glasses _____
Fax _____
Fence _____
Firewood _____
Flowers _____
Formalwear _____
Furniture _____
Gas _____
Golf Equipment _____
Hot Tub _____
House _____
Insurance _____
Investments _____
Jewelry _____
Loan _____
Luggage _____
Lawn _____
Manicure _____
Medicine _____
Mortgage _____
Motor Cycle _____
Muffler _____
Music _____
Mutual Fund _____
Newspaper _____
Office Furniture _____
Oil _____
Paint _____

Paper _____
Party Supplies _____
Paving _____
Payroll _____
Pet _____
Photography _____
Piano _____
Picture Framing _____
Pool _____
Printing _____
Quilting Materials _____
Refrigerator _____
Rentals _____
Roofing _____
Sewing Machine _____
Secretarial Services _____
Septic Tank (Cleaning) _____
Seeds _____
Shoes _____
Shoe Repair _____
Siding _____
Sign _____
Skin Care _____
Snow Removal _____
Sporting Goods _____
Sprinkler System _____
Stereo _____
Storage _____
Store Fixtures _____
Storm Windows _____
Surgical Equipment _____
Television _____
Tile _____
Tires _____
Title _____
Tools _____
Towing _____
Toys _____
Trailer _____
Travel _____
Uniforms _____
Vacuum Cleaner _____
Videos _____
Vitamins _____
Waste Removal _____
Wallpaper _____
Wedding Supplies _____
Weight Control _____
Wine _____
Windows _____

I Know People At...

Bingo _____
Bed & Breakfast _____
Bowling _____
Camp _____
Child Care _____
Church, Synagogue, Mosque, Temple,
etc. _____
Chamber of Commerce _____
Clinic _____
Construction Site _____
Deli _____
Favorite Restaurant _____
Federal Government _____
Garden Center _____
Golf Course _____

Grocery Store _____
Hardware Store _____
Health Club _____
Hospital _____
Hotel _____
Kennel _____
Library _____
Museum _____
Night Club _____
Nursing Home _____
Pharmacy _____
Post Office _____
Recycling Center _____
Resort _____
School – High School _____
School – College _____
School – Night _____
State Government _____
Tanning Salon _____
Tennis Court _____
Theater _____
Thrift Shop _____
Volunteer Group _____
Warehouse _____
Yacht Club _____

Other People...

Alumni Association _____
Bank Teller _____
Best Man _____
Bridesmaids _____
Checks written to _____
Children's friends' _____
parents _____
Children's teachers _____
College friends _____
Congressman or woman _____
Editor _____
Facebook Contacts _____
Farmer _____
Federal Express person _____
Fire Chief _____
Fisherman _____
Flight Attendant _____
Fraternity Friends _____
Health club contact _____
High School friends _____
Judge _____
Lifeguard _____
Linked In _____
Mailman _____
Military Friends _____
Model _____
MySpace _____
Other Networks _____
People from past jobs _____
People you grew up with _____
Play Bridge with _____
Play sports with _____
Social Networking Friends _____
Sorority Friends _____
Taxi Driver _____
Twitter Contacts _____
UPS Person _____
Vacation friend _____
Your next door neighbor _____