

# FINDING DONORS

## Community Mapping

### And The Prospect Worksheet

Every group just starting in fundraising is looking for a magic fundraising list of rich people and businesses. While there may be a number of wealthy philanthropists in your community, you can waste lots of time and energy trying to find and meet with them while overlooking the supporters who are right in your own backyard.

#### Community Mapping

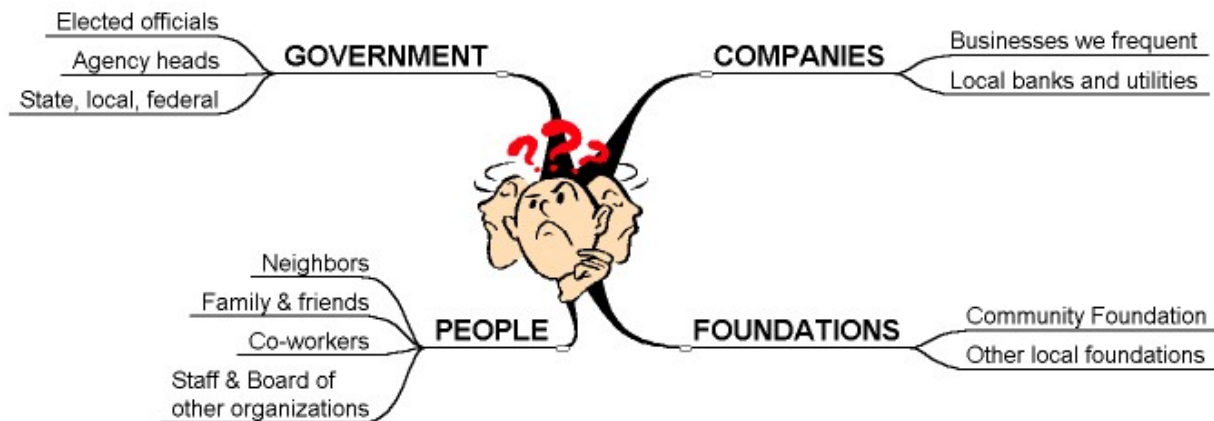
The people and institutions that are most likely to give to you are the ones that already know about your work or have a relationship with members of your organization.

To raise money, you need to:

- meet people, starting with the people you already know,
- find out what they care about,
- if what you do is what they care about, explain to them how you can help them achieve their goals, and then
- ask for their financial support.

The first step is to make a list of everyone that you and your leadership knows. Here's one way:

Put a big piece of paper up on the wall. Starting with the categories below, brainstorm everyone that you know.



Fill out an information sheet on each person, listing their name, address, phone number, email, who knows them, how they know them, how they are connected to your organization, and what you know about them (other interests, boards or organizations they serve on, etc).

# PROSPECT WORKSHEET

Date: \_\_\_\_\_

**GIVING  
TARGET:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

1. Who knows this person? How?
  
2. What is this individual's connection to your organization or project? What makes this person a good candidate for a meeting?
  
3. What else do you know about this person or business?

<b>Other Charities supported (highlight Board or other leadership):</b>	<b>Civic Organizations:</b>
<b>College/university attended:</b>	<b>Other schools attended:</b>
<b>Hobbies/activities/etc.</b>	<b>Other:</b>
<b>Other interests:</b>	

5. What is their capacity for making a gift? At what level? Why?
  
6. What special strategy or instructions do you recommend for meeting with this person?