find the right funders
using research to identify prospective donors

4.0 COMMUNITY SUMMIT
fundraising workflow
What challenges have you had with fundraising?
What are your organization's funding goals?

What kind of donor are you looking for?
GETTING CLARITY

**YOUR ORGANIZATION**

- What are your project goals?
- What are your funding goals?
- Do you have national aspirations?
- What's your five-year plan?
- How much will it cost?
- What will you need money for?

**PROSPECTIVE DONOR**

- What are the perfect donors' aspirations?
- What scale do they fund?
- What geographic areas do they target?
- Are they a foundation? Or a family? Or an individual? Corporation?
## Research: How?

<table>
<thead>
<tr>
<th>Connections</th>
<th>Your mom's best friend's boss. Professional and personal networks. Hit or miss.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funder Finders</td>
<td>Foundation Center, Guidestar, and others. Convenient and now with lots of prospecting tools. The 990 access is valuable.</td>
</tr>
<tr>
<td>Philanthropy News</td>
<td>Read what donors are reading. These often give information about new donors or exciting initiatives.</td>
</tr>
<tr>
<td>Google</td>
<td>Google news is a great aggregator of what's happening in your area and who is funding it. Want to follow donors? Use Google News.</td>
</tr>
</tbody>
</table>
FINDING FIT

- priorities
- geography
- grant size
- funding stage
- values
THE PROSPECT LIST

GEOGRAPHY  PRIORITY  FUNDING STAGE
OUTREACH

WHAT DO YOU NEED
- Donor List w/ contact
- The right method
- Timeline / Calendar - Keep it moving

OUTREACH STRATEGIES
- Cold Email
- Letter of Inquiry
- Connections
QUESTIONS?