

Major Donors & Prospects

Where Are They?

- You start with your own identified constituencies --- those whom you know care about what you do. You begin rating prospects by establishing a database of caring and financially capable individuals. This list will be generated from your organization's past fund-raising experience, and suggestions of new prospects from participants in rating meetings.*
- A donor file could have records of stock ownership, real estate holdings, salary data, business and career histories, family "tree" information, etc.*
- Research your constituencies to Directors of public corporations for those connections. That information is readily available in libraries. corporate annual reports, etc.*
- Compare your constituencies to the individuals holding decision-making positions for private foundations as their attorneys, trust officers, etc.*
- Look for any of your supporters who are making gifts considerably larger to other non-profit organizations than they give to you and determine how you could be as well favored.*
- Gather Annual Reports from organizations similar to yours and review their listings of donors as potential donors to your particular cause.*