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.