



*Creating a vibrant and committed base of individual donors for your organization involves thinking not just about **asking** people for money – but also about **identifying who** might be likely to give; **connecting them to your organization’s work** so that they want to be part of furthering its impact; and **showing them the impact of their gift**, so they will be motivated to give again. This worksheet will help you think through successful strategies for each of these four stages of donor development.*

## **INDIVIDUAL DONOR DEVELOPMENT WORKSHEET**

- 1. Identification** – who, if they knew enough about the agency and were approached in the right way, might be interested in helping to support this work

*Question: Who can I identify who might be interested in supporting our group’s work?*

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- 2. Cultivation** – build their knowledge, interest, understanding of what we do, how special we are at what we do, and how it’s a community of people that supports it

*Question: What needs to happen so that the people you have identified in item #1 know enough about the organization (and are positively impressed) so that they are ready to be asked to join its pantheon of supporters?*

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