**Communities In Schools of North Carolina**

**Prospect Identification**

**Affiliate:**

**Introduction:** Increasing fundraising support involves asking current donors to increase their level of support and/or asking prospective donors to support your affiliate. A first step is developing a list of potential prospects to contact. This form provides suggestions for a process.

**Multi-Year Commitments:**

1. Identify 2 – 4 current donors (if possible) who care about Communities In Schools. Decide whether to ask them to make a multi-year commitment. Some suggestions:
   1. Consider creating a special group name to recognize multi-year donors (e.g. “Leadership Supporters”). Limit this group to just a few potential prospects who you think will not be put off by being asked to extend their support for several years. (Key objective is to not lose a 1-year donor when trying to get multi-year commitments.)
   2. Assign a volunteer and a staff person (or two volunteers) to visit, as a team of 2 is helpful in a meeting with a donor.
   3. Send an email or letter (or leave a message) to let them know in advance why you would like to meet with them, so they are not surprised.
   4. Bring materials about your affiliate; share success stories and connect the success to their previous support. Also bring a pledge form that they can complete.
   5. Let them know that you are approaching a few key supporters and community leaders to ask them to make a 3-year commitment that increases their current level of support. By having a few 3-year commitments, you will be able to encourage new potential donors to follow the lead of these donors and to know that their new support is part of a larger community effort to invest in the education and well-being of the community’s young people.
   6. If they agree, clarify when they prefer to make annual payments and ask them to complete the pledge form. Send a thank you letter for their commitment. Recognize the multi-year donor in the community. Ensure that pledge reminders (with a personal note) are sent for each installment.

**Prospect Development:**

1. Begin by thinking of names of potential prospects. Ideas for names:

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| Businesses and Organizations: | Individuals: |
| * Former business/organization donors * Chamber of Commerce members * List of top employers in the county * Lists of business donors to other organizations * Businesses you frequent * Businesses/organizations that advertise in school-related publications | * Former individual donors * Rotary or other business association members * Individuals with family foundations or donor advised funds * Neighbors * Parent organization members * Donors to other organizations * Business associates * Church/community connections |

1. List names in the following table. Consider what we could ask each person/business for (a gift, input, an endorsement, tour the programs, etc.)? Realize that multiple contacts/connection points might be needed before the timing is right to ask for a gift. Assign person to contact, create clear next steps, and establish a timeline. Share status updates at each meeting.

**Potential Prospect List**

| ***Potential Prospect Names (Name and/or Company)*** | ***Date/Amount of Last Gift (if any)*** | ***What to ask for*** | ***Connections/ Potential Interest*** | ***Assigned Contact Person*** | ***Timing for Next Step*** | ***Status*** |
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* Prioritize 5 – 7 of the names listed above. Aim to follow up in the next month. Review next month and identify next group of 5 – 7 names to contact.