

## Introduction to Fundraising Planning

# Selecting Prospective Funding Partners

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(This worksheet is designed to help you identify your strongest potential supporters. The best strategy is to identify your entire array of partners before you pursue any single one on your prospect list.)

Sources	Assessing Chances of Support			
	Very Good	Possible	Unlikely	Unknown
<b>1. Individuals:</b>				
a. New Donors				
b. Renewing Donors				
c. Upgrading Donors				
<b>Fundraising Strategies:</b>				
i. Face-to-face solicitation				
ii. Personal letter				
iii. Telephone				
iv. Direct mail				
v. Internet (e.g. Web site, electronic newsletter)				
vi. Special Events				
d. Other: Memberships				
<b>2. Foundations</b>				
a. Community foundations				
b. Local grantmakers				
c. National foundations				
<b>3. Business and Corporations</b>				
a. Neighborhood stores				
b. Banks, utility companies, department stores, etc.				
c. Corporations with headquarters or facilities in your community				
d. Large national corporations				
e. Multinational companies				

Sources	Assessing Chances of Support			
	Very Good	Possible	Unlikely	Unknown
<b>4. Government (grants and contracts)</b>				
a. Local government units				
b. State government units				
c. Federal government units				
<b>5. Religious Institutions</b>				
a. Individual churches, temples, and other faith communities				
b. Metropolitan and regional religious/ecumenical bodies				
d. Religious federated organizations				
e. National religious bodies				
f. International structures				
<b>6. Federated Fundraising Organizations</b>				
a. United Way				
b. Other community chests				
c. Alternative funds				
<b>7. Associations of Individuals</b>				
a. Neighborhood/community-based associations				
b. City/State-wide associations				
c. National associations				
<b>8. Labor Unions</b>				
a. Local/state-wide unions				
b. National unions				
<b>Don't forget potential EARNED INCOME sources</b>				
a. Products/Store				
b. Web site				
c. Facility rental				
e. Fee for service				