



# Fundraising 101:

## Establishing Your Donor Network

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### Checklist for Fundraising 101

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- Make a list of the people you know. This is your *donor network*. Aim for a hundred people—you probably know a lot more people than you think! (This step is explained in greater detail below.)

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### Establishing your Donor Network

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Open up your favorite spreadsheet application (or rolodex, little black book, SQL database, pile of sticky notes...) and list all the people you know. This is the beginning of your *donor network*.

Your network spreadsheet should contain several key elements:

- **Every single person you know** who you can send your letter or email to. Aim high! See if you can list a hundred people. See the brainstorming list below for some ideas.
- **Contact information** including email, snail-mail address and phone number.
- Any **personal notes** that you can include. The more personalized your communication, the better your response rate.
- **How much** each person has donated, if any.
- When you sent each person a **thank you** card.
- Each person's **personal connection** to the mission.

#### ➔ *Tip! Brainstorming*

100 people might seem like a lot to list in your donor network. Some of our top fundraisers have over 1,000 people in their network! To help you brainstorm your list, here are some suggestions from our fundraisers. Don't be shy, you never know who has a personal connection to a blood cancer

#### *Who is my...*

Mom, dad, aunt, uncle, cousin, in-law, god son, accountant, appraiser, architect, attorney, auditor, babysitter, baker, bartender, beautician, bookkeeper, caterer, chiropractor, contractor, dentist, engineer, financial planner, interior decorator, notary, nurse, nutritionist, optometrist, painter, pharmacist, photographer, physical therapist, physician, piano teacher, psychologist, recruiter, reporter, security guard, veterinarian...

#### *Who Sold Me My...*

House, advertising, antiques, boat, paint, beer, bicycle, bed, books, bridal gown, burglar alarm, cabinets, cat, dog, fish, suit, dress, computer, cosmetics, dry cleaning, eye glasses, contact lenses, flowers, furniture, sports equipment, hot tub, house, condo, insurance, loan, investments, jewelry, manicure, medicine, mortgage, real estate, motorcycle, newspaper, picture framing, stereo, storage, television, tools, travel package, home improvement...

#### *I Know People At...*

Bowling alley, day care, church, synagogue, temple, mosque, golf course, hardware store, college, health club, high school, hospital, hotel, kennel, library, museum, night club, pharmacy, post office, gallery, resort, restaurant, super market, volunteer group, taqueria, deli, grocery store, bus stop...

#### *Keep Going...*

Facebook, MySpace, LinkedIn, Twitter, blogs, wedding party, children's teachers, college friends, delivery person, fraternity, sorority, alumni association, mail carrier, military friends, former colleagues, people you grew up with...