

THINK OF ONE PERSON

Choose one person who you wish was more engaged with our mentoring organization and who you think might be a good candidate to either begin giving to the organization or to increase their financial support. This should be a person in our community who is either already interested in our work, or who you think is likely to be interested (in other words, don't choose Bill Gates).

1. Are they currently engaged with our work in any way? If so, how?

2. What constituencies does the person belong to? Educator? Religious Leader? Parent? Community member? Friend? Volunteer? Event attendee? Other?

3. Do they have any important historical connections or involvement with our work? If so, what are they?

4. Do they already care about our work? If so, what do you think they care about and why do you think they care? If not, why do you think they might care?

5. Relative to our organization, do you know if there is anything that they are concerned about? Frustrations? Disappointments?

6. Do you know if this person has given a financial contribution to support our work? If so, do you know their giving history?

7. Do you have a perception about their capacity for a contribution? Do you know of any other organizations where they are giving? If so, do you know at what level they are giving?

8. If you were going to describe your person without saying their name, what are some ways you would describe them?

9. What are you curious about when you think about this person? What do you want to know about them?

10. Thinking about reaching out to this person....

What do you want this person to FEEL about our mentoring organization?

What do you want them to KNOW about our mentoring organization?

What do you want them to DO with us/for us?

Are you willing to reach out and talk to this person about potentially asking for a contribution? Let's get together and discuss how our staff can support you.