

1-BUILD YOUR LIST

Equipping Notes

Fundraising Resources

SYNOPSIS

A well developed, evergreen list of prospective donors or sponsors is the first place to start in fundraising. The list should include email addresses, phone numbers, and addresses if you have them. With each new year, the list must grow and past donors or sponsors help you multiply the list even greater.

KEY POINTS

- **Spreadsheet versus Napkin.** The best fundraisers have spreadsheets or databases of prospective donors or sponsors with their emails, phone numbers, and addresses. They include certain interests of the donors and notes for how to activate them towards future giving and inviting new donors to join.
- **Initial Network.** Start with your immediate circle of family, friends, co-workers, neighbors, and acquaintances from children's activities, hobbies, church, and other extra curriculums.
- **Your relationship to the prospect determines how you communicate.** Identify your relationship to the donor - friend, fellow child of God. Determine what is their way that prospect will most appreciate you reaching out to them. Do that.
- **Develop your Oikos Map.** Through your initial network, identify the people there to pray for. Leverage the [Oikos concept](#) to see more prospects multiplied into future supporters.
- **Prospect Lead Qualification.** Review each name and determine the method of ask for each person
- **Baking in the oven versus microwave. Think of the names on the list like a dessert (we like food!).** You want to wait until the cake is ready in the oven, rather than throw the ingredients in the microwave and see what comes out. The ingredients require preparation as well. Follow the steps rather than trying to force things and jumping to the end.
- **Who does that person normally donate to?** That may make an important note on your list. What does the donor find meaningful in a charity?
- **Create Long-term vision for your list.** Start with a 100, grow it logarithmically to 1,000 then to 10,000. (Yes, we have fundraisers with lists larger than 10,000 people)
- **Referrals.** When you have donors/sponsors who are all-in with you, they want to help. Often times, they just don't know how to invite others. Crafting an email or giving them physical invitations to hand deliver to their network is all they want to get started. Sometimes you can even reward referrals with anything from cupcakes to thank you notes.

- **Keep track over time.** Notate why someone gave or any feedback they gave, to keep for the next time
- **Ideas to expand your list.** Some examples of ways others have expanded their list include finding global connections in your community (ethnic groups or groups excited about global activity), finding partners with similar goals for relational networking (they scratch your back, you scratch theirs)

THOUGHTS FOR APPLICATION

Here are some additional things to think about to improve your list:

- What activities do you do during the week? Do you have the contact info for everyone you interact with? Work, school, kids activities, church, small group, neighbors?
- We find that when we sit down and write down the names of the people we know, we know a lot more people than we first thought. Take the time and go slow.
- If your livelihood depended on you building your list, in the same way that someone working in sales does, how would your approach change?
- Back in 2015, we had someone join our team (and is still involved here) who worked in sales. We had a challenge for who had the most contacts in their list. They won with over 10,000. Anything is possible.