



## Appendix 1

## TREASURE MAP



## IDENTIFYING NETWORKS

*You can do this exercise with different groups of stakeholders e.g. staff, volunteers, trustees etc. It does work best with smaller groups of people. If you do have more than 4 people doing this exercise together it is best to write it up on a big sheet.*

- 1) Talk through the process with the group you are working with.
- 2) Provide a network map with the name of your organisation in the middle. It is useful to already have some of it filled in so they can see what it will start to look like.
- 3) Ask them to write up all the different groups of people that they come in contact with (write each group in a circle). Include a wish list group. **N.B.** You may want to decide the groups before hand
- 4) Ask them to write down the contacts actual name in the relevant group, preferably with the organisation they are connected with, if applicable. You will probably want to encourage them to focus on contacts that have **money, influence** and/or **personal contacts** who can open doors and network for you, although they should not feel limited to this. Reassure them that you wouldn't contact any of them without their permission. This is simply an exercise to see who is within your contact universe. **N.B.** As the facilitator of the process, encourage them to discuss the names they are putting down so that you can draw out more information.
- 5) Ask them to then note what resources each of these contacts can provide. You may want to use abbreviations (e.g. Contacts (C), Credibility (CR), Case Studies (CS), Expertise (E), Gift in Kind (GiK), Influence (I), Money (£), Passion (P), Press (PR), Time (T), Venue (V).
- 6) Ask them to then identify the motivations of these individual contacts (Affinity [A], Social Recognition [SR], Philanthropy [P], Mutual Benefit [MB])
- 7) Ask them to make connections between different contacts to see who may lead you to who by drawing lines between them.



Appendix 2

## DONOR SOLICITATION PLAN

### General Information

Name of Potential Donor	
Home Address	
Business Address	
Date of Birth	
Education	
Marriage(s)	
Children	
Family	

### Career Information

Occupation	
Career History	
Current Directorships	
Previous Directorships	

### Charitable Connections

Names of Charities	
Trusteeships	
Previous Charitable Giving History	

### Wealth and Propensity

Estimated Wealth	
Propensity/Likelihood to Give	

### Networks

Current Business Networks	
Current Charitable Networks	

Current Social Networks	
Other Networks	

**Other Information**

Personal information e.g. communication preferences, types of events the like to go to etc.	
Interests/Hobbies	
Publications	
Clubs	

**Moves**

Move	Action	When	Completed	Notes
1				
2				
3				
4				
5				

**PLAN**

Next Steps: Who to involve, How to Engage:

1.	
2.	
3.	
4.	
5.	

**INVOLVE**

Details of engagement events attended/outcomes of conversations

1.	
2.	
3.	
4.	
5.	

**ASK**

Who to involve/outcomes

**THANK/STEWARD**

Who/how



## Appendix 3

## Websites

### **Best Search Engines**

[www.noodletools.com](http://www.noodletools.com)  
[www.google.com](http://www.google.com)  
[www.yahoo.com](http://www.yahoo.com)  
[www.ask.com](http://www.ask.com)  
[www.microsoft.com](http://www.microsoft.com)  
[www.aol.com](http://www.aol.com)  
[www.orange.com](http://www.orange.com)  
[www.alltheweb.com](http://www.alltheweb.com)  
[www.gigablast.com](http://www.gigablast.com)  
[www.clusty.com](http://www.clusty.com)

### **Biographical details**

[www.ukwhoswho](http://www.ukwhoswho)  
[www.debretts.com/co.uk](http://www.debretts.com/co.uk)  
[www.thepeerage.com](http://www.thepeerage.com)  
[www.knowuk.co.uk](http://www.knowuk.co.uk)  
<http://corp.credoreference.com>  
[www.192.com](http://www.192.com)  
[www.onlinesearches.info](http://www.onlinesearches.info)  
[www.whoownsscotland.org.uk](http://www.whoownsscotland.org.uk)  
[www.honours.gov.uk](http://www.honours.gov.uk)  
[www.biogs.com](http://www.biogs.com)  
[www.nndb.com](http://www.nndb.com)

### **Social Networking Sites**

[www.friendsreunited.co.uk](http://www.friendsreunited.co.uk)  
[www.myspace.com](http://www.myspace.com)  
[www.facebook.com](http://www.facebook.com)  
[www.linkedin.com](http://www.linkedin.com) (professional one)

### **Wealth Estimators**

[www.wealth-bulletin.com](http://www.wealth-bulletin.com)  
[http://business.timesonline.co.uk/tol/business/specials/rich\\_list/](http://business.timesonline.co.uk/tol/business/specials/rich_list/)  
[www.helenbrowngroup.com/pages/links.html#uk](http://www.helenbrowngroup.com/pages/links.html#uk)  
<http://news.efinancialcareers.co.uk/pay>  
[www.fianancialdirector.co.uk](http://www.fianancialdirector.co.uk)  
[www.thelawyer.com/uk100/2006/tb\\_1-25.html#](http://www.thelawyer.com/uk100/2006/tb_1-25.html#)

### **Wealth Estimators for younger professionals/more junior staff**

[www.rollonfriday.com](http://www.rollonfriday.com)  
[www.accountancyage.com/resource/to/p50](http://www.accountancyage.com/resource/to/p50)

### **Property Prices**

[www.upmystreet.com/](http://www.upmystreet.com/)  
[www.zoopla.co.uk](http://www.zoopla.co.uk)

### **News archives**

#### **Big bucks:**

[www.factiva.co.uk](http://www.factiva.co.uk)  
[www.lexisnexis.co.uk](http://www.lexisnexis.co.uk)  
<http://scientific.thomson.com/products/newsroom/>

#### **Fewer bucks:**

[www.newssuk.co.uk](http://www.newssuk.co.uk)  
[www.highbeam.com](http://www.highbeam.com)

#### **Free:**

[www.news.bbc.co.uk](http://www.news.bbc.co.uk)  
[www.google.co.uk/archivesearch?hl=en](http://www.google.co.uk/archivesearch?hl=en)

### **Other useful websites**

[www.kartoo.com](http://www.kartoo.com) (groups)  
[www.pipl.com](http://www.pipl.com) (search the invisible web)  
[www.wikipedia.org](http://www.wikipedia.org)  
[www.hellomagazine.com](http://www.hellomagazine.com) (celebrities)  
[www.caritasdata.co.uk/home/corpprod.html#wwic](http://www.caritasdata.co.uk/home/corpprod.html#wwic) (legal and finance sector)  
[www.legal500.com](http://www.legal500.com) (solicitors)  
[www.wrx.zen.co.uk](http://www.wrx.zen.co.uk) (online newspapers)  
[www.topix.net/uk](http://www.topix.net/uk) (local media?)  
[www.media.com](http://www.media.com) (local media?)  
[www.charitybase.co.uk](http://www.charitybase.co.uk) (you can purchase names of donors from them)  
[www.prospectingforgold.co.uk](http://www.prospectingforgold.co.uk) (do research on your database for you)



## Appendix 4

## DATA PROTECTION PRINCIPLES

### **Principles**

1. Personal data shall be processed fairly and lawfully
2. Personal data shall only be processed for one or more specified purposes
3. Personal data shall be adequate, relevant and not excessive for the stated purpose
4. Personal data shall be accurate, and where necessary, kept up to date
5. Personal data shall not be kept longer than is necessary for the stated purposes
6. Personal data shall only be processed in accordance with the data subjects' rights<sup>1</sup>
7. Personal data shall be protected against unauthorised or unlawful processing, or against accidental loss, damage or destruction
8. Personal data shall not be transferred to a country outside the European Economic Area without adopting an appropriate level of protection<sup>2</sup>

### **Important**

- Do not retain any information on a donor or prospect that you would be uncomfortable sharing with the donor or prospect
- Do not use information in a manner that a donor or prospect would not wish
- Do not share data in a manner that a donor or prospect would not wish
- Do not hold information about a donor or prospect that is not relevant to the relationship you are building with the donor or prospect

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<sup>1</sup> The right to access personal data; the right to prevent processing which might lead to damage or distress; the right to object to direct marketing and the right to be informed of automated decisions.

<sup>2</sup> Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Slovenia, Spain, Sweden, Switzerland and United Kingdom



## Appendix 5

## DONOR SOLICITATION SCRIPT

### Re-connection

- What key points do you want to raise to re-connect the prospect?
- Keep the conversation warm, non-controversial, and something that will provide easy transition to the purpose of the visit.

### Opening

- Thank the donor again for her or his time
- Re-state the purpose of the visit
- Confirm the amount of time available

### Mission and Vision

- Using the donor's words wherever possible, briefly state the mission and vision of the organisation/project and seek your **first, 'yes'**. What key words do you want to use? What part of the vision is tied to your donor's explicit motivation and values? Ask a confirming question before moving on. Remember to include words used by all the decision makers.
- Use donor messages: "Like you, I believe in this service/cause/organisation and the vision for the future."

### Leadership and Plan

- Again, using the prospect's words, elicit your **second 'yes'**, this time to the leadership and plan for achieving the vision. What key words do you want to use? What part of the plan or the leader's style particularly resonated with the prospect and decision makers?
- Use donor messages: "Like you I believe in the leadership and achievability of the strategic plan."

### Project or Purpose

- What are the explicit benefits and outcomes for the project that the donor found appealing? What is the case for this project that reflects your prospect's motivation and values? Use those key phrases to frame the presentation of the project.
- Ask a confirming question. You are eliciting your **third 'yes'**.
- Use donor messages: "I'm supporting (this project/campaign/service), I've personally invested a stretch amount because I believe, like you, that this project/campaign/service is so important,"

### Ask for a Specific Amount

- I'd ask you to consider a gift of...

- What clues will you give each other (the members of the ask team) to tell each other that it is time to ask for the gift?
- What clues will you give each other (the members of the ask team) if someone starts to speak instead of waiting for the prospect's silence. Make sure you know who should definitely speak first.
- Use donor messages: "Please join me and consider a gift of..."

### **The Ideal Form of the Ask**

- **We** would like **you** – to consider – making it possible for '**name of cause**' to '**action/act**' by '**the result that you want their gift to achieve**' then wait for a response and remember not to 'buy back' the ask.

### **Tips**

- The more personal the ask is, the greater chance there is of success
- Make sure you know why you are speaking to the prospect – think about the questions you want to ask – make sure you are clear and it satisfies your prospect's interests
- Make sure that when you are ready to ask the right people are at the meeting
- Know your donor – is the timing right – have you engaged enough – do you know the best person to make the ask
- Practice/rehearse with your ask partner and internally
- Know your case for support and how it specifically relates to the prospect – be prepared to answer tough questions
- Where appropriate create a sense of urgency
- Four mistakes in major gift fundraising – asking for too little – asking for too much – asking for the wrong purpose – asking at the wrong time



## Appendix 6

## Planning contacts with potential donors – ‘Moves’

Once you know who you are targeting and have collected more personal information about **your potential donors** you need to develop your plan of how you will engage with them in a more systematic way. Sometimes these different contacts with them are known as ‘Moves’.

### A ‘move’ is:

- A planned action with a pre-determined and specific objective and fixed action that brings the donor closer to the charity
- Significant enough to record it
- Accomplished by phone, letter or personal visit - the most informal almost always being the most effective

### EXAMPLES OF ‘MOVES’:

- Discovery call/meeting/first contact
  - Made to prospective donor who has not been contacted in last 24months
- Cultivation move
  - To engage and maintain the interest of donor
- Solicitation ask
  - Pre-determined act of presenting Ask
- Ask follow-up move
  - Ongoing process with donor to reinforce original Ask
- Stewardship move
  - Includes acknowledgement of support, honouring donors intent, reporting use of funds etc

### How often do you make a move:

- Top ranking prospects:
  - 10/12 times a year
- Tier two:
  - 7/9 times a year
- Tertiary
  - 4/6 times a year
- New
  - 1/3 times a year

There is a place to record moves on your ***Donor Solicitation Plan (Appendix 2)***