



### Step 1 – IDENTIFY

Many of your potential donors will be found within your organisation’s existing network or at least will be connected with your existing network in some way.

Therefore it is important to begin the process of identifying potential donors with the people you already know. Every one of these people will have relationships with a larger network of people. The average person has 40 ‘significant’ relationships.

#### a) A Treasure Map

A good way of getting different people in your organisation involved in mapping out their existing contacts is by doing a treasure map (see diagram below). We have found that doing this with different groups of people within an organisation is quite effective. For example you could do this with your staff, volunteers, Management Committee and/or senior management team and any other groups of people who have an interest in your organisation.

#### A treasure map



**Treasure map exercise: To be done with the different groups**  
**See Treasure map (Appendix 1) which gives you an example of how the map might start to look like, with instructions.**

#### **Remember that:**

- An important part of this process are the conversations you start having whilst doing the treasure map. This is when information can be drawn out

- You want to focus on contacts that have money, influence and/or personal contacts who can open doors and network for you, although the exercise shouldn't be limited to only these kinds of contacts because sometimes you just don't know until you start exploring them more
- You want to be thinking about who is connected in your community and who else can help you to reach those people
- Not everyone you identify will become a donor
- Some people you identify will offer you different resources which may lead you to the other people that have money
- Everyone on your map is another source of new networks
- It will take time

Once you have completed the map(s) you will need to pull all the information together into a format that you can analyse and take to the research stage.

### **b) Existing database screening**

If you have an existing database it is well worth screening it to see whether you have any rich potential donors on it. There are two ways to do this;

- 1) Do this yourself by going through your database one by one and checking names and addresses against expensive post codes and lists like the Sunday Times Rich List
- 2) Pay a data screening company to compare your database against their own database of rich or well connected people (company directors, trustees of grant giving bodies, shareholders, etc.) and pull out the rich ones. They can also check and update invalid names & addresses, phone numbers, etc. and select people by specific criteria (age, location, etc.)

Below are some data screening companies

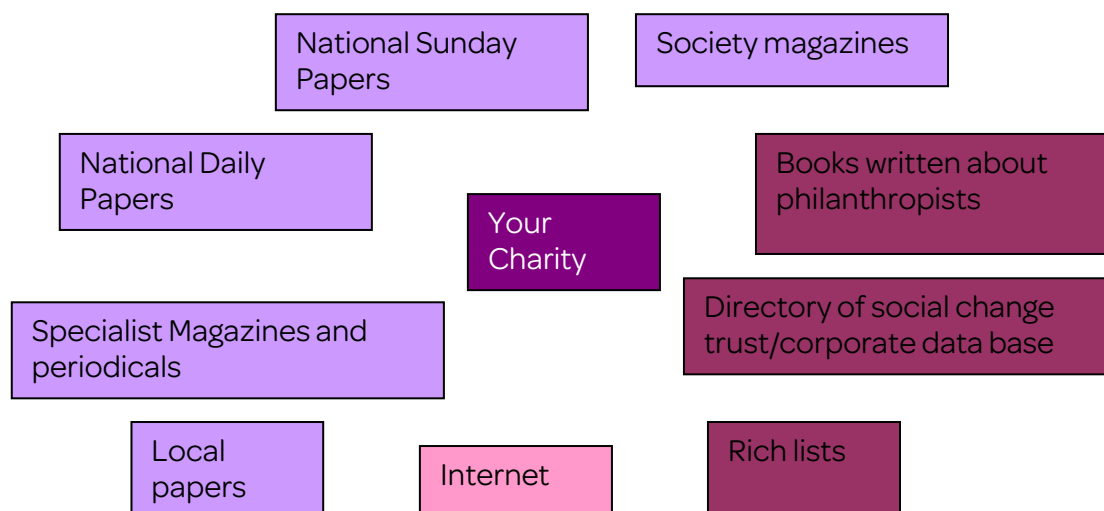
- Brakeley
- Chapel & York
- Datapreneurs
- Factory
- Fundraising Research & Consultancy Ltd
- Milestone Research
- Prospecting for Gold
- ResearchPlus
- Telos Research

Screening costs money, of course, so shop around to get the best deal. Ask them who they have worked with (or get the information from their website, for those that have it) and then contact the organisations in question and ask them what they thought of the screening company.

### **c) Cold research**

As well as collating information about the people you already know, you will probably want to start collecting information about people or groups of people you hear about that might be interested in your cause but with whom you have no contact at present.

**TIP** – You could start collecting this all into a ‘Friday Afternoon File’<sup>1</sup> which you save to look at when you have some time. You could collect this information from the following places:



## Step 2 - RESEARCH

Once you have identified your potential donors you need to start doing some research to find out more about them. This process can be quite time consuming. Depending on the time and resources you have, decide how much information you want to collect about each person. You will probably have to prioritise who you want to research in more detail.

The type of information you want to be collecting is:

- General Information
- Career Information
- Business Networks
- Charitable Connections
- Social Networks
- Interests
- Press Coverage

***See Solicitation Plan (appendix 2) which gives you an idea of the type of information you might want to be collecting on each potential major donor.***

### KEY POINT

You can build up a potential donor's interest in you, you can find connections to them but you can't make them rich or well connected so spend time working out their capacity and their likelihood to give which will relate to how connected they feel with the organisation and/or the cause.

### Resources available for research

<sup>1</sup> The name 'Friday Afternoon File' is used as a suggestion. This is simply a file you might pull out and leaf through on an afternoon when you have a bit of time.

There are a variety of resources available on the internet that can help with the research. For example you can use:

- Search Engines
- Biographical Resources
- News Archives
- Social Networking Sites
- Wealth Estimators

***See Websites (Appendix 3) for examples of the websites available to use for research***

Other resources that are well known in major donor fundraising and very useful if you can get hold of them are:

**Dash** – A database of companies, directors and shareholders and the links between them

**Debretts** – A reference of British Aristocracy

**Who's Who** – A directory of noteworthy individuals in the UK

It is useful to note that if you can get student access to a library you can get access to **Know UK** which includes **Debretts** and **Who's Who** online.

### **Keeping good records**

It is also very important to be keeping good records of everyone that has come in contact with your organisation including past supporters, visitors to your organisation, and participants at events.

The type of information that you should be keeping of everyone that comes into contact with you or your organisation is:

- Their name
- Their address
- Their email
- Their telephone number
- Contact history – including events attended, appeals responded to, notes of conversations
- Giving history – when and how much they have given
- Date when current membership or standing order for regular payment ends

Additional information that is also very useful to collect as you get to know the contacts better is:

- Employment/employer/job title
- Communication preference
- Interests
- Relationships with people in organisation, other supporters etc
- How they like to get involved
- Family
- Comments
- How they know about you

- Gender
- Age

*This list is not exhaustive*

### **Data Protection**

If you are recording information on people you do need to be aware of, and work within data protection law.

#### **General principles of data protection**

- Do not keep any information on a donor or a prospect that your organisation wouldn't want to share with them
- Do not use information in a way a donor wouldn't wish
- Do not share information in a way a donor wouldn't wish
- Let the donor know that you have the information
- Be clear of your purpose for collecting this information
- Don't keep anything more than is necessary for the purpose

***See Data Protection Principals (Appendix 4) for a bit more official information. The Institute of Fundraising (IOF) also has a lot more information on Data Protection. If you are planning to start researching and keeping information on potential donors<sup>2</sup> it is important that you become familiar with the rules.***

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<sup>2</sup> What the IOF writes about the collection of research on potential major donors for: 'It is not clearly stated within the Act to what degree fundraisers may develop a file (when researching major donors, for example) before it becomes necessary to obtain the consent of the relevant individuals. However, provided that the data itself is not sensitive, but freely available and in the public domain, it would be difficult to suggest that such processing could be unfair.

It would be reasonable to expect that at the first point of contact with such a donor, an appropriate declaration ought to be made by the person making that approach relating to the data held.'

[http://www.institute-of-](http://www.institute-of-fundraising.org.uk/Resources/Institute%20of%20Fundraising/Codes/Data%20Protection%20November%202008.pdf)

[fundraising.org.uk/Resources/Institute%20of%20Fundraising/Codes/Data%20Protection%20November%202008.pdf](http://www.institute-of-fundraising.org.uk/Resources/Institute%20of%20Fundraising/Codes/Data%20Protection%20November%202008.pdf) p5