

Prospect Research

A Proactive Approach to Prospect Research Identifies

- Who your best prospects are.
- Why will a prospect be interested in your organization.
- What is the best initiative of your campaign they would support.
- Where are you in the cultivation process with your prospect?
- How much should you be soliciting for.
- When will be the right time to ask for a the gift.
- How will you demonstrate the benefit of the donors support.

By utilizing the following tools you will develop a strategic plan of action to identify, cultivate and solicit support for your organization:

- Database Mining
- Database Mass Screening
- Board/Prospect Surveying
- Peer Evaluation
- PUSH Technology
- Prospect Management