



Potential Prospect Plan

Your Name: _____

Please list below the name of at least three prospective donors to your organization. These should be individuals who have some level of linkage and ability. They may also be current donors who are only giving at a fraction of their potential. They might be from your list "Assessing Your Personal Network".

Once you list their name think about what it will take to cultivate an interest in our organization. What steps can you follow, with the help of staff, to move their relationship forward?

Prospective Donor #1: (name) _____

Cultivation Plan:

Date of Visit/Notes:

Next Action:



Prospective Donor#2: (name) _____

Cultivation Plan:

Date of Visit/Notes:

Next Action:



Prospective Donor#3: (name) _____

Cultivation Plan:

Date of Visit/Notes:

Next Action: