



FUNDRAISING & DEVELOPMENT

POWERPRISM

A TOOL FOR ADVOCACY PLANNING, EXECUTION & EVALUATION



**Potential Organizational/Corporate Donors
Prospect Research**

	Have lots of money	Have some money	Have connections to those with money
<i>Key partners (they know you, love you and work with you often)</i>			
<i>While not key partners, you frequently work with them or collaborate with them</i>			
<i>They appreciate what you do because it benefits them</i>			
<i>They may not be aware of you (yet) but they win if you win (and you can articulate it)</i>			
<i>They support similar issues to those you work on</i>			

<i>They serve the same people you serve</i>			
<i>They care about the community/communities in which you work</i>			
<i>They care about the people you serve</i>			
<i>Your Board member(s) are important to them</i>			
<i>They know and love the people you have helped</i>			
<i>Other:</i>			

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