Data2Donors – *From Knowing your Data to Knowing your Donors*

Homework #8

**This homework is due March 11th**. Please email your answers to these questions to D2D@hgf.org.

Please answer these three questions:

**1. As of this point in time, how many records are flagged as D2D in your database (these should be the new or updated good addresses and contacts that you’ve added to your database as a result of this program)?** *A year from now, you will report the amount fundraised from these contacts.*

**2. At this point in time, you should have a qualified list of about 20 major donor prospects completed. Have you flagged this list of names in your database?** *A year from now, you will also report the amount fundraised from these major donor prospects.*

**3. There are many steps involved in preparing for Major Donor fundraising. Among the following activities, which has your camp: (1) completed, (2) started, or (3) have yet to do? Please comment as needed.**

* **Reviewed WealthEngine results**
* **Pulled report of donor giving histories**
* **Reviewed list of prospects with senior staff and/or volunteers to narrow down to your best prospects**
* **Identified list of about 20 best prospective major donors**
* **Researched top prospects as needed**
* **Created donor profiles that could be shared with volunteer solicitors**
* **Created a “case for support” to be shared with major donor prospects and volunteer solicitors**
* **Recruited and trained volunteer solicitors**
* **Created a major donor or campaign fundraising plan for the coming year**