**Endowment Accelerator**

**Target Audience Worksheet**

Identifying the target audience for your endowment campaign and prioritizing your outreach efforts will give you a roadmap to start spreading the word to your community.

**Who is a good prospect for endowment giving?**

It’s a good idea to start by making a list of the groups who are most likely to want to help build your permanent endowment and secure camp’s financial future. These are going to include your closest stakeholders – those people who have the deepest connections to camp and who are most committed to camp’s future. Think about concentric circles starting with current and former board members, moving outward to engaged camper/staff alumni, camper families, your closest and most generous donors and funders, and other groups who fit the description of camp’s most enthusiastic fans.

Once you’ve established your target audiences by group, make a list of individuals who come to mind within each group. In addition to their deep connection to camp, consider individuals who have made significant donations to camp in the past. Donors who have been giving consistently for many years are good prospects for endowment giving, as they have demonstrated a continued commitment to camp.

You may consider building your permanent endowment fund through legacy commitments, in addition to current gifts. A good prospect for after-life legacy giving are donors who have been giving to camp for five years or more and who are at an age where they are thinking about wills and estate planning (generally 40s or older). Your best prospects for legacy giving are not necessarily your major donors – many people are able to make a much more significant gift through a legacy commitment than during their lifetime.

**To start creating your target audience and drafting your donor prospect list, consider the following questions:**

* Who in your audience is most deeply connected to camp (e.g., current and former board members, alumni, current camp parents and grandparents)?
* Who among your constituencies is likely to be particularly compelled to secure camp’s future (e.g., alumni with young children)?
* Who are your long-time loyal and steady donors?
* Who is likely to be thinking about wills and estate planning (e.g. alumni with no children, camp grandparents)?

**Below is a sample of what your target audience and individual outreach list might look like:**

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| **Target Audience:** | **Resonant Messages:** | **Outreach Strategies:** |
| Alumni with young children | Help make sure camp exists for your children in the future | Family camp, e-newsletters, individual phone calls |
| **Individual Prospect:** | **Team Member Contacting:** | **Cash Gift**  | **Legacy Ask** |
| 1  | Noah Green | Camp Director | Checkmark with solid fill |  |
| 2 | Rachel Gold | Board Chair | Checkmark with solid fill | Checkmark with solid fill |
| 3 | Aaron Brown | Development Chair |  | Checkmark with solid fill |

**See the following page for a worksheet to identify target audience groups, followed by 5-10 (or more) individuals who are good prospects for endowment giving in each group.**

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| **Target Audience:** | **Resonant Messages:** | **Outreach Strategies:** |
|  |  |  |
| **Individual Prospect:** | **Team Member Contacting:** | **Cash Gift**  | **Legacy Ask** |
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| **Target Audience:** | **Resonant Messages:** | **Outreach Strategies:** |
|  |  |  |
| **Individual Prospect:** | **Team Member Contacting:** | **Cash Gift** | **Legacy Ask** |
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