

Webinar Handout

SANFORD
INSTITUTE of
PHILANTHROPY™

Cause Selling:

The 8-Step Cycle that Fundraisers Need to Know

CIRCLES OF INFLUENCE – DONOR EDITION

Who do you know well enough to ask to connect you to new people?

Who do you need to cultivate this relationship with?

Finance

C-Suite

Big Donors Elsewhere

Law

Active in Prof. Orgs

Socialites

Marketing / PR

Serves on Other Boards

Golfers

Real Estate

Active in Clubs

Dinner Party People
