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# Revitalizing Your Prospecting Strategy

*July 15, 2020*



**Moderator**

# Pearl Hoeglund

Sr. Program Manager  
*Sanford Institute of Philanthropy*



# fund•raise

YOU'VE GOT A CAUSE.  
LEARN HOW TO **FUND IT.**

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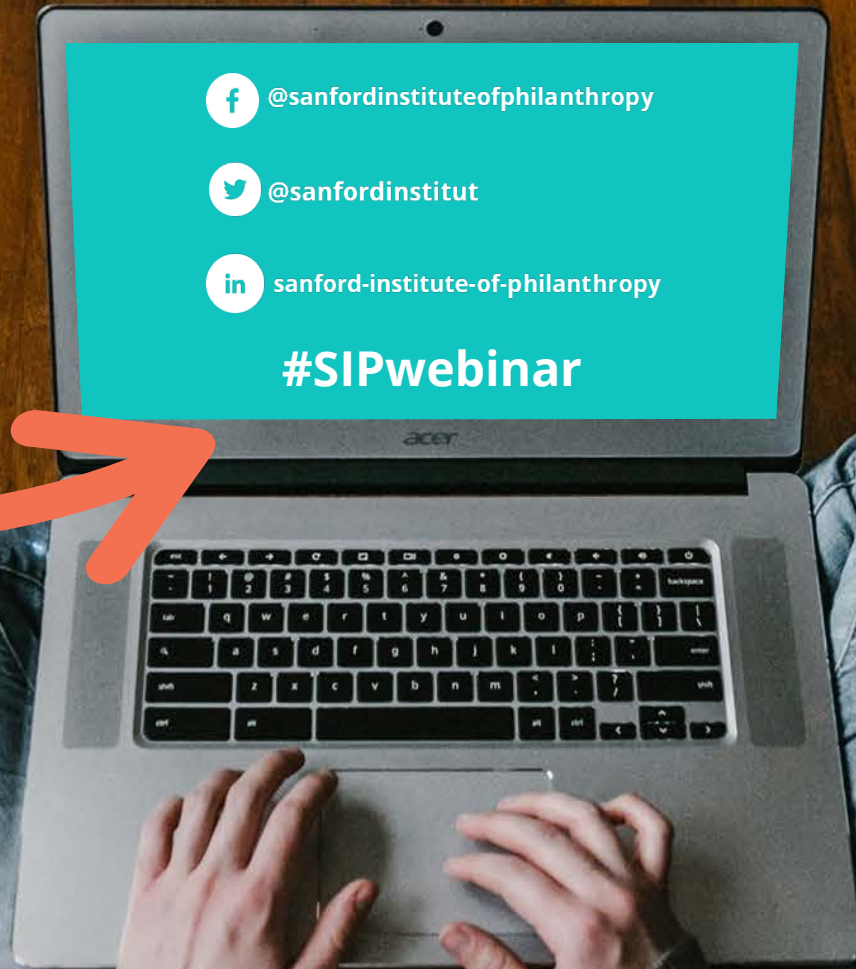
# OUR AFFILIATE PARTNERS



Give us a



Tag us!



# TODAY'S PRESENTER:

**Tamika Franklin**

*Director of Development*  
The Preuss School UC San Diego



# POLL:

**How many years have you been in fundraising?**

**Less than 1 year**

**1-5 years**

**5-10 years**

**10+ years**

**I am not in a fundraising role**

# POLL:

## What is your current role?

**Fundraiser**

**Administrative  
Role**

**Prospect  
Research**

**Other**  
*(tell us in  
the chat!)*



# PROSPECTING

*How to find qualified donors*

# What is Prospecting?

The process of **looking** for, or **searching** for, prospective donors

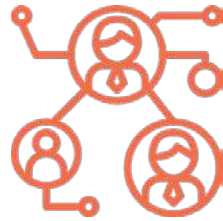


# OBJECTIVES

## *Prospecting*



Learn how to data mine your existing database and resources to identify and qualify prospects.



Discover how to thoughtfully leverage referrals and centers of influence to open new doors to prospects.



Practice qualifying prospects using MADDEN, a proven prospect qualifying process.

# A Qualified Prospect

A **QUALIFIED PROSPECT** is someone who has:

- The *means* to give
- The *ability* to make the giving *decision*;
- *Interest* in your organization's mission; and
- An *existing relationship* with your organization's staff, volunteers, or leadership that provides access to make a request for support.

# THE MADDEN TEST

**M** MONEY

**A** APPROACHABLE

**D** DESIRE

**D** DECISION MAKER

**E** EMOTION

**N** NEED



*Download the handout titled  
"MADDEN" on your GoToWebinar  
control panel.*

# Methods of Prospecting

**Referrals**

**Circles of Influence**

**Events**

**Direct Marketing**

**Social Media Marketing**

**Warm Calling**

**Networking**

**Lead Generation Software**

**Website**

**Crowdfunding**

# Referral

A name given to you by a donor, board member, friend, or a prospect who **hasn't given** but **feels good** about you and your organization.

# CENTERS OF INFLUENCE

Identify the people who feel good about **you**, feel good about **your cause**, and who have a **network** or **connections** that would be valuable to your cause.



*Download the handout titled "Centers of Influence" on your GoToWebinar control panel.*



# Finding Prospects in your Database

## *A, B & C Prospects*

### **A Prospects**

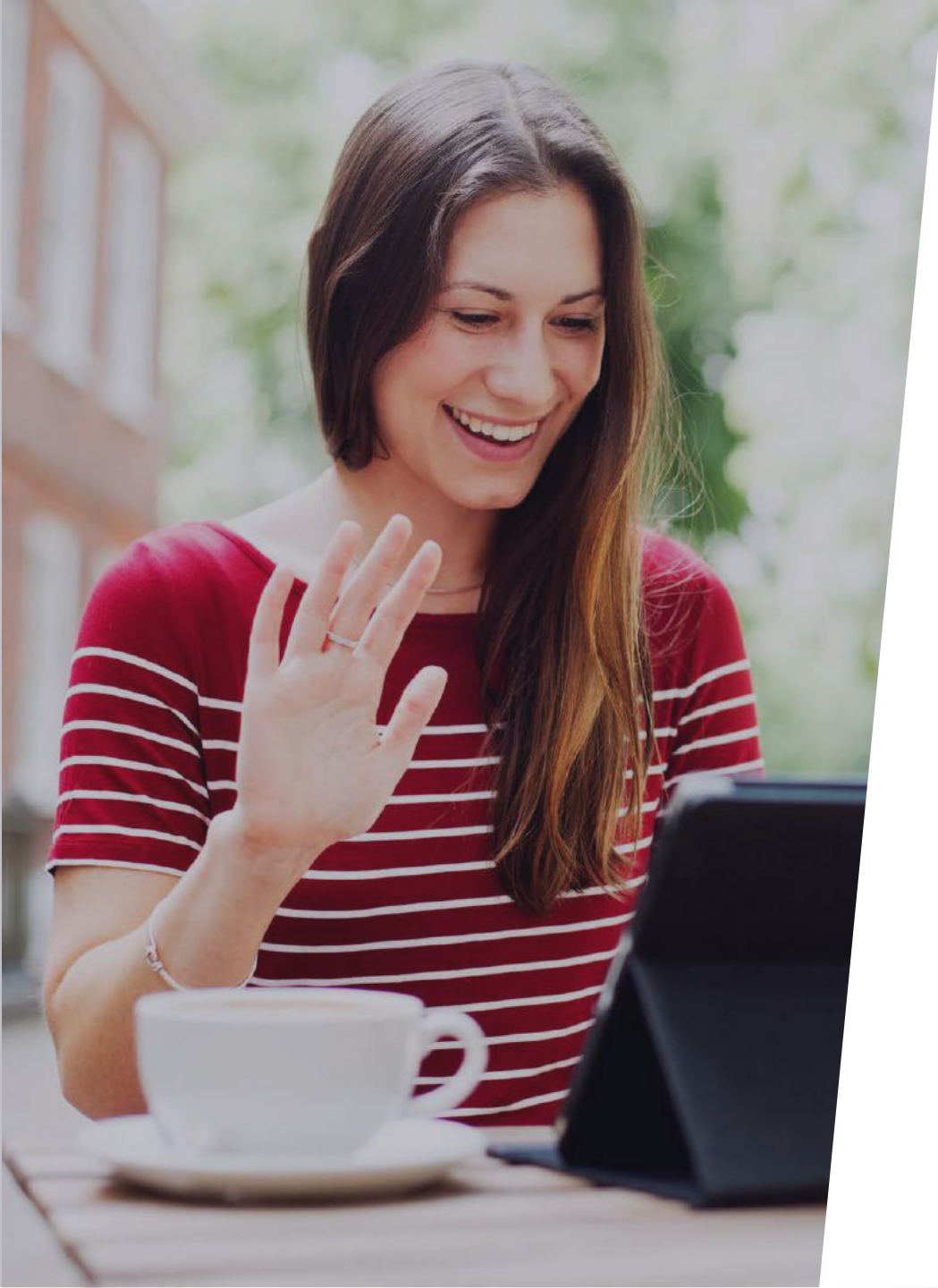
- Renewing donors who have given for **3+ years** in a row with **no increase**
- **Reactivated** donors
- New **\$500+** donors whom you don't know

# Finding Prospects in your Database

## *A, B & C Prospects*

### B and C Prospects

- Zip code sort
- **Frequent** ticket buyers
- High **bidders** (not necessarily winners)
- Anyone who opted to make a donation from **your website**



# Summary

- Don't forget to **qualify** leads to determine their desire, financial capacity, and propensity to give.
- Use the **M.A.D.D.E.N. Test** to move prospects from leads to **"Class A"** status.
- Leverage **referrals** and **centers of influence**, two of the most effective prospecting methods to build your prospect pipeline!
- Use a **CRM system** to keep track of prospects, donors, campaigns, and more.



# Questions?

**Please send them in the chat!**



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# CONTACT

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**CHANGE THE  
STATUS QUO.**

Learn how to develop and nurture donor relationships to advance your cause in today's giving landscape with *Cause Selling the Sanford Way: A Guide to Relationship-Driven Fundraising*.

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11:00am – 12:00pm PST

2:00pm – 3:00pm EST

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**Thank you**

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CREATE IMPACT.**

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