

GUIDE TO FUNDRAISING: CIRCLES OF INFLUENCE WORKSHEET



STEP 1: Who is in your circle of influence?

STEP 2: Why would that person give to this cause?

STEP 3: Who would this person say yes to if not you?

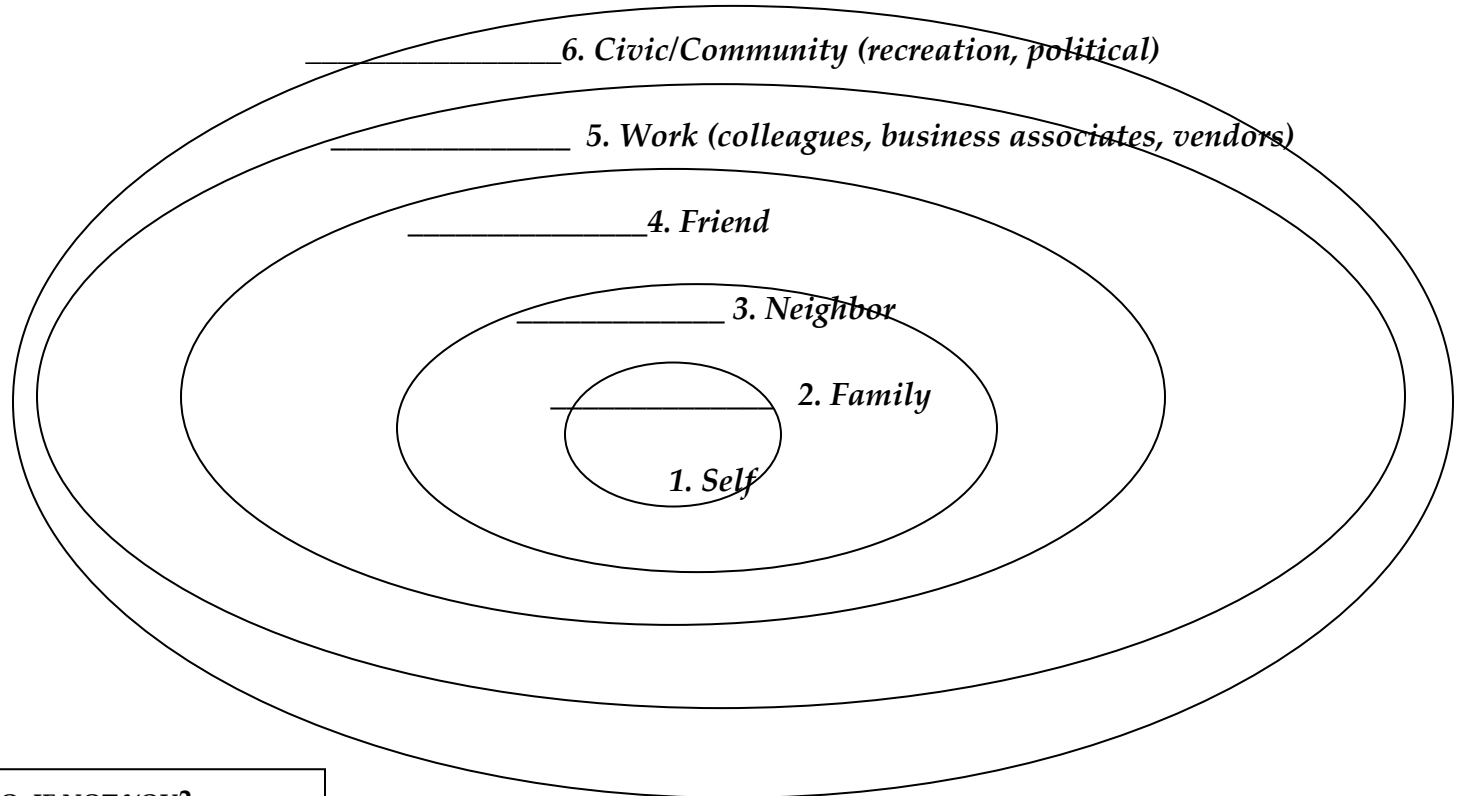
STEP 4: What is their potential to give? What request amount is right?

STEP 5: How should this person be approached?

STEP 1: WHO'S IN YOUR CIRCLE OF INFLUENCE (PICK ONE PERSON PER CIRCLE)

STEP 2: WHY WOULD EACH PERSON GIVE TO THIS?

Person	Reason.
1	
2	
3	
4	
5	



STEP 3: WHO WOULD THEY SAY YES TO, IF NOT YOU?

1
2
3
4
5

STEP 4: HOW SHOULD THEY BE APPROACHED? (LETTER, CALL, EMAIL, VISIT, PARTY, LUNCH, IN A SMALL GROUP)

1
2
3
4
5