

ROOT

STRATEGIC

THE

AGENCY

Development & Communications

FIND & EVALUATE PROSPECTIVE DONORS

Connection

- Are they connected or will they connect with your mission?
- Review volunteer involvement, largest one-time gift, total giving over the course of a year, lifetime giving, etc.

Contact

- Do we know them or have access to them?
- Who on our major gift team knows them?

Capacity

- Do they have capacity or ability to give? What's their wealth level?
- Past charitable giving, political giving, real estate ownership, stock ownership, etc.

