

Activity 6: Prospect Brainstorm

You can do this activity individually or in a group. Ask volunteers to pull out a sheet of paper and start writing. Share these prompts slowly, giving time to write after each:

- Friends
- Family
- Colleagues
- Neighbors
- Clubs
- Congregations
- Professionals (your doctor, attorney, accountant, etc)
- Publications
- People you haven't talked to in a while
- Friends of friends, weak ties

Now ask them a few key questions about the folks on their list:

- Who seems interested when you have brought up the organization in the past?
- Who shares the interest/experience/value that makes you support the organization?
- Who might you see, talk to, send a card to over the holidays?

When your volunteers finish writing, describe the needs you're trying to address for your nonprofit and the groups you're trying to connect with. Ask them to share prospects who might be interested in learning more.