



How to Find Major Donors

1. Your donor database

- Every organization – yes, even yours – has major donors who are already donors to your organization. You just have to find them.
- Find donors who have given within the last 12-24 months, give regularly (i.e., every year for the last 3 or 4 out of the last 5 years), and have given a significant gift (\$500+ for most small organizations; \$1,000 or \$2,500+ for medium-sized organizations, and \$5,000+ for larger organizations).

2. Your donor database (no this isn't a typo)...dig deeper!

- Don't have a long history of donors? No problem. Start small – who gives every time you ask? Who volunteers for you?
- Do a wealth screening to find "hidden" money.

3. Get info from your stakeholders

- Ask your Board members – what do they know about your existing donors? Can they help identify who have potential?
- Start printing lists of donors and going through them, slowly, with those who know you. Ask lots of questions!

4. Referrals from current donors

- Ask your donors to introduce their friends and colleagues to your organization.
- Ask Board members or donors to host small house parties.

5. Referrals from Board members and staff

- Ask your Board members to introduce their friends and colleagues to your organization.
- Have your staff members invite friends and family to a small gathering at your organization or for a tour.

6. Get out in the community

- Find local or regional organizations that host "Lunch and Learn" meetings and become a presenter.
- Find your local AFP chapter or Foundation Center and get involved with them to meet new people.