



BRANKSOME  
HALL

# Building a strong prospect pipeline and creating great habits

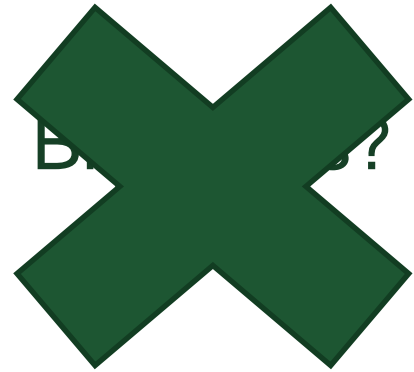
---

November 25, 2019

# WHERE DO PROSPECTS COME FROM?

Some things to consider...

- Existing Donors
- Existing 'Lists'
- Referrals
- Research



# QUALIFYING SUSPECTS

You've been handed a list – What's next?

- Research
- Conversations (ASK ASK ASK)
- Own the responsibility/accountability
  
- BE CAREFUL...
- Avoid desktop fundraising and research paralysis

# WHEN TO TAKE SOMEONE OFF YOUR LIST. QUESTIONS TO CONSIDER...

- Can you contact them?
- Does anyone know them?
- Have they told you no? (LEGAL IMPLICATIONS)
- Have they responded to anything?
  - Timelines?
  - Tactics?

REMEMBER.....You can always pick them back up again on a list if appropriate

Wait...what happens if someone else 'gets' them?

# MOVING DONORS

- Portfolio Size
- Moves Management
  - Predictability and planning
  - Where do your prospects mainly sit?

S  
U  
S  
P  
E  
C  
T  
S

20/20/20/20/20



# KEY HABITS

- “What am I going to do to raise money today?”
- Use technology
- Set aside time in your calendar daily
- Know your prospects well – talk to them.
- Prioritize Stewardship
  - Next best prospect is our last happy donor

# KEY HABITS CONT'D...

- One thing at a time
- Make time for discovery calls
  - Must replenish the list!

ALWAYS REMEMBER...

Philanthropy is voluntary!

# LET'S KEEP IN TOUCH...

Jennifer Williams

Director, Campaign and Development

Branksome Hall

16 Elm Avenue

Toronto, ON M4W 1N3

Email: [jwilliams@branksome.on.ca](mailto:jwilliams@branksome.on.ca)