

STRONG PARKS, STRONG COMMUNITIES

Tool 13: Donor Profile Worksheet

When thinking about each donor audience, it is important to consider your organization from their perspective, so you can speak to their interests and needs. Remember, fundraising is about helping people realize *their* goals.

DONOR AUDIENCE CHARACTERISTICS	MESSAGES
<ul style="list-style-type: none">▪ What problems do they struggle with? What benefits do they need?▪ What is important to them?▪ What do they need to hear from you?	<ul style="list-style-type: none">▪ What will you say to this person?▪ Why should this audience care?

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