



PROSPECTING FOR GOLD LTD

Wealth Intelligence Services™

## Briefing Note on Prospect Research Plan Headings



## Introduction

For significant major donor revenue, capital fundraising and endowment campaigns with a substantial target it is important to ensure a regular flow of cold, warm and hot prospects.

For a large campaign the headings below can form the basis of a formal prospect research plan. For smaller campaigns such a document may be a sledgehammer to crack a nut but simply casting an eye of the headings may prompt questions about which areas are most important to you.

## Prospect Research Plan Headings

1. Background to the fundraising campaign or programme
2. Research brief
  - a. Defining types of prospects
  - b. How many prospects do we need?
  - c. The Table of Gifts
  - d. How many can we find from our own supporters – database screening and interviews
  - e. How many new cold prospects do we need
3. How do we identify them?
4. How do we allocate prospects to different fundraising functions?
  - a. Ranking and Rating Prospects
  - b. Defining typical donor journeys
5. Desk research and profiling
6. Prospecting Groups and Interviews<sup>1</sup>
7. Research process
8. Resources required
  - a. Staffing
  - b. Tools and information sources
  - c. Budget
9. The Prospect Pipeline
  - a. A timetable and numbers required quarter by quarter
  - b. Managing prospect research
10. Database



11. Monitoring & evaluating

12. Appendices

<sup>1</sup>We have developed an [Prospect Planning Sheet](#) which allows us to model the number of cold, warm and hot prospects required on a an annual or quarterly basis. This evolves as you find out an individual organisation's conversion rates from cold through warm to hot prospects. In turn this allows us to model the number of prospecting groups and engagement activities required each year. The Prospect Research Plan module is part of our consultancy services. If you would like to know more please email me at [andrew@prospectingforgold.co.uk](mailto:andrew@prospectingforgold.co.uk)