

## Dating Game: Prospect Research Exercise

### Role #1: The Fundraiser

Goal: To identify the best prospect for your cause

Process: You are allowed to ask your question to two of the three potential donors and can ask up to 5 questions.

### Other 3 players

The Prospects (brief the volunteers playing these roles separate from the fundraiser):

|                         | Prospect A  | Prospect B   | Prospect C  |
|-------------------------|---|--|---|
| Interest                | High interest in cause—react with knowledge of the cause and opinions on how it should be run | Moderate interest—aware of the cause and have supported it, but not consistently                                 | Low current interest, but potential—have not contributed before, but aware of the cause, friends contribute |
| Relationship with cause | Long time relationship with organization, but “things used to be better before”               | Usually attend an event, but mostly because you like the event, not because you necessarily care about the cause | Good friend is on the board   |
| Giving history          | Used to give a lot, moderate now but still giving   | I give to everybody (this is one of many causes I support)   | I don't support many causes—mostly give to things connected to my kids' activities                          |
| Age                     | Boomer or older boomer  | Boomer or Gen X  | Gen X or Millennial   |
| Demographics            | Volvo<br>Empty nest<br>Cat  | Audi<br>College age kids<br>No pets  | 2-3 young children<br>Cadillac SUV<br>2 dogs  |
| Primary motivation      | Principle: “What IS good”   | Status: “What LOOKS good”  | Action: “What FEELS good”   |
| Lifetime value          | \$100K plus so far  | \$25K so far   | None, but projected \$25K   |
| Other causes            | Similar to this one   | Very diverse   | Programs related to kids' activities  |