

# GUIDE TO FUNDRAISING: CIRCLES OF INFLUENCE WORKSHEET

**STEP 1: Who is in your circle of influence?**

**STEP 2: Why would that person give to this cause?**

**STEP 3: Who would this person say yes to if not you?**

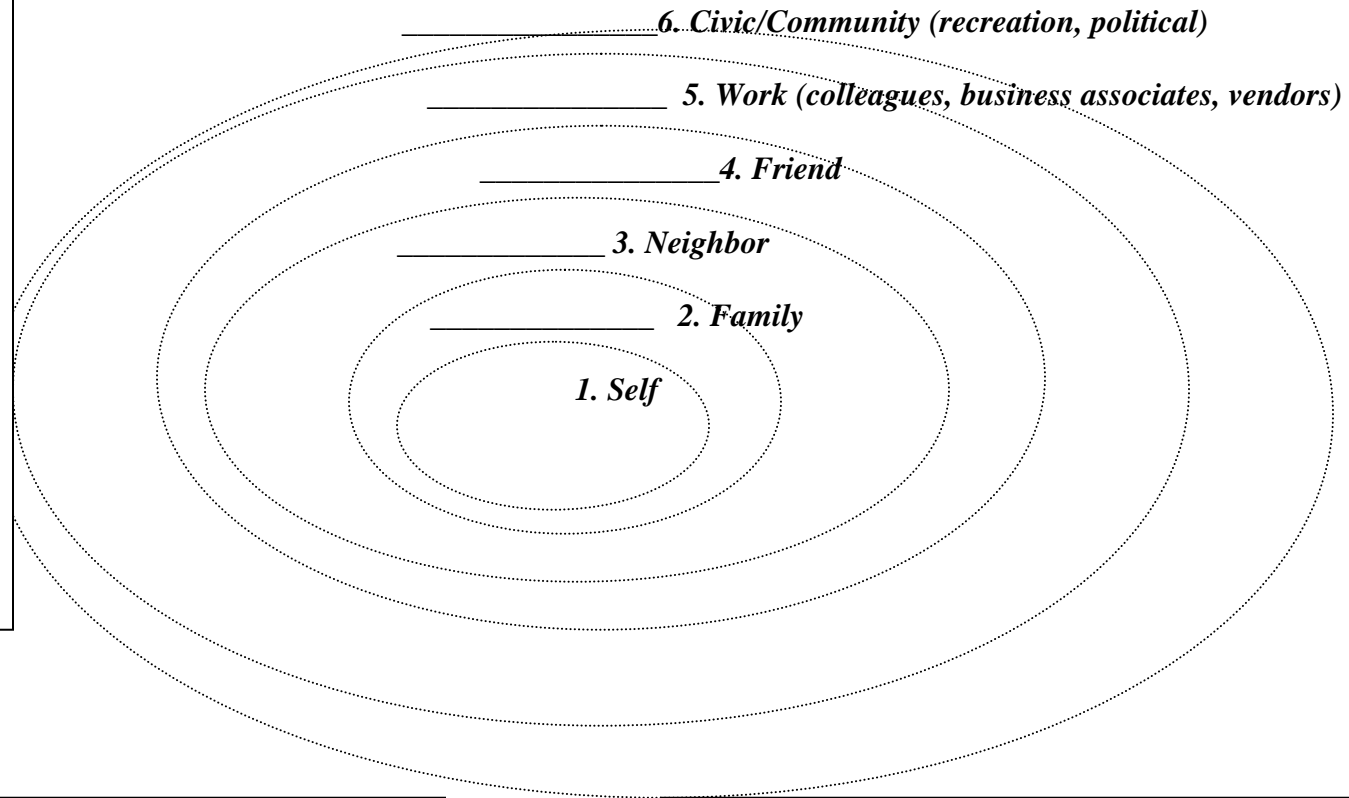
**STEP 4: What is their potential to give? What request amount is right?**

**STEP 5: How should this person be approached?**

**STEP 1: WHO'S IN YOUR CIRCLE OF INFLUENCE (PICK ONE PERSON PER CIRCLE)**

**STEP 2: WHY WOULD EACH PERSON GIVE TO THIS?**

Person	Reason.
1	
2	
3	
4	
5	



**STEP 3: WHO WOULD THEY SAY YES TO, IF NOT YOU?**

1

2

3

4

5

**STEP 4: HOW SHOULD THEY BE APPROACHED? (LETTER, CALL, EMAIL, VISIT, PARTY, LUNCH, IN A SMALL GROUP)**

1

2

3

4

5