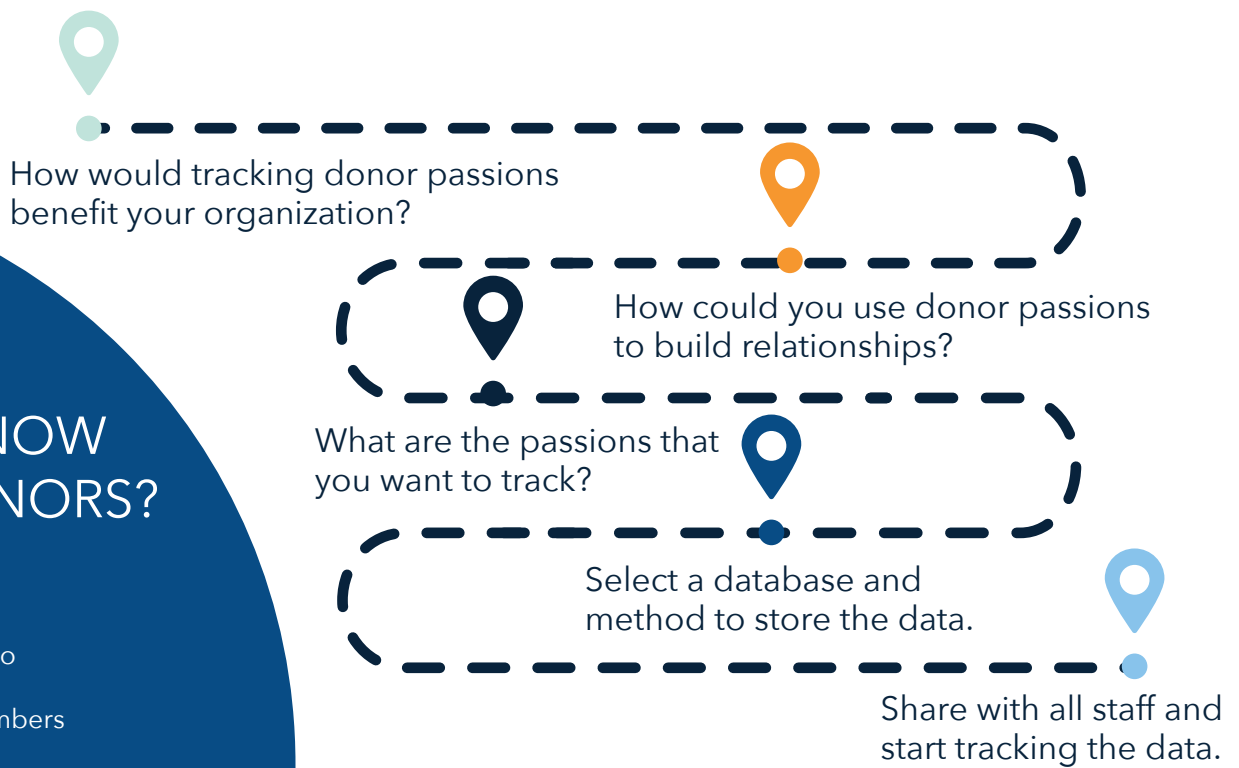


# Use Donor Passion Data: Enhance Your Fundraising

## Path to Tracking Donor Passion Data



## DO YOU REALLY KNOW YOUR DONORS?

- Name
- Bio & Photo
- Phone numbers
- Email/Postal Address
- Recent Communications
- Communication Preferences
- Wealth Screening Data
- Key Relationships & Connections
- Giving
- Volunteering
- Designation
- Event Attendance
- Data/Stats

## Fundraising Cycle

