Use Donor Passion Data: **Enhance Your Fundraising**

Path to Tracking Donor Passion Data



How would tracking donor passions benefit your organization?



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



How could you use donor passions to build relationships?

What are the passions that you want to track?



Select a database and method to store the data.



Share with all staff and start tracking the data.

Fundraising Cycle

Know your donor

Keep up the conversation

Show Appreciation

Plan your approach

Make the ask

