

MINING FOR GOLD

MAXIMIZING YOUR EVENT'S HOST COMMITTEE

HOST COMMITTEE PROSPECTING

RENEW PAST DONORS

Invite past supporters to give again.

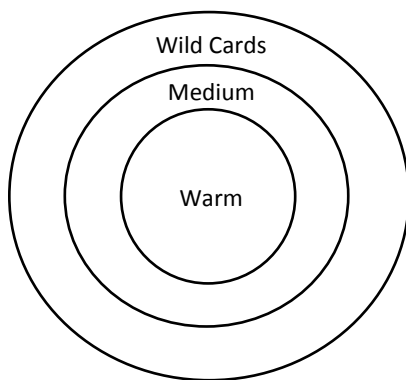
1. Review list of past donors.
2. Identify donors who may have the capacity to upgrade their gift or be inclined to increase their involvement based upon the current year's event structure.
3. Indicate the ask amount for each donor on the list and whether they will be invited to renew or increase their giving level.
4. Customize asks for each donor based upon ask type.

Influencer	Company	Primary Contact	2019 Commitment	2018 Commitment	Ask Amount	Ask Type	Initial Contact	Follow-Up Contact
Parker, Mary	AAA	Guy Lloyd		\$20,000 Platinum Table	\$20,000	Renewal	MP	Staff

ACQUIRE NEW DONORS

Engage new donors.

1. Meet with each Host Committee member to identify people in their network with capacity to make a gift and those who would be inclined to participate based on the mission.
2. Identify their network through conversation, making sure to diversify the invitees based upon the sphere below.
3. Utilize social media to expand their network.
4. Remember: people give to people.
5. Ask the Host Committee member to contact each person directly, copying the organization so that the organization can be responsible for the follow-up.



MINE FOR GOLD

Family Immediate, Distant, Near and Far	Friends Immediate, Distant, Near and Far	School High School, College, Your Child's School	Work Colleagues, Contacts, Vendors	Social Place of Worship, Athletic Activities
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