

Know Your Network and Goal Setting Worksheet

Use the right-hand column document to brainstorm potential donors or team members.

Personal

CATEGORY	GUIDE	PEOPLE/COMPANIES BRAINSTORM
FAMILY	<ul style="list-style-type: none"> Who did you see at the last holiday? Who are some family members on the “other side” (i.e. your uncle’s wife’s family) To whom did you send holiday / Happy New Year cards? What family weddings have you attended recently? 	
FRIENDS	<ul style="list-style-type: none"> Former classmates (grade school, high school, college) Social clubs (book club, poker night, sorority, garden club) 	
COMMUNITY	<ul style="list-style-type: none"> PTA Church/Synagogue/Mosque Civic organizations to which you belong Neighborhood association Fellow swim club or gym members 	
SOCIAL MEDIA	<ul style="list-style-type: none"> Search your Facebook network using key words like “Crohn’s” or “IBD” to see if anyone has a personal connection Who in your networks often posts about health or advocacy? 	
PAST GIVING	<ul style="list-style-type: none"> Who has asked you for a donation on behalf of their favorite charity in the past? 	
BUSINESSES	<ul style="list-style-type: none"> Scan your credit/debit card statements for businesses you frequent What local businesses do you see that advertise locally? 	

Professional

WORK	<ul style="list-style-type: none"> Explore departments outside of yours Look back at past colleagues – both those at previous jobs and those who have left your current employer To what vendors does your company give their business? (vending machines, printers, couriers, graphic designers) 	
PROFESSIONAL ORGANIZATIONS	<ul style="list-style-type: none"> Do you belong to any professional networking groups? Do you pay for any professional memberships? 	
SOCIAL MEDIA	<ul style="list-style-type: none"> Who are you connected with on LinkedIn? Are you connected with anyone that often posts about needing new business? 	

Need help putting together a fundraising plan? Reach out to our Take Steps staff [name] at [email] or [phone] and we will be happy to help!

Goal Setting Worksheet

Not sure how to set your team fundraising goal? Use the below guide to break it down!

\$	Number of anticipated walkers on your team: ____ x \$100 minimum fundraising goal per walker
\$	Your self-donation
\$	Your personal fundraising goal <ul style="list-style-type: none"> • How many people are you planning to ask? • What is the average \$ donation you think you'll receive?
\$	Matching gifts
\$	Team fundraising events or activities
\$	Vendor Campaign
\$	Total Team Goal

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