

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

### Professional

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

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!

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

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