



WORKSHOP REVIEWS

So What? Who Cares?

Identifying Your Target Audience & Prospective Supporters

I enjoyed Kathy's workshop on target audiences. In this case, "target" does not mean a bull's-eye that fundraisers bombard with projectiles until we hit the mark, but it means identifying the audience that is "on target" with the mission of our individual organizations.

Kathy said a basic fundraising program should include a series of multiple, continuous, positive asking situations that offer donors repeat opportunities to meet their personal giving objectives. We learned that 40% of the fundraising cycle with individuals should be spent on cultivation activities, so we need to devote that time to the people who care about our mission.

We should ask ourselves, "What does my organization have that the donor wants or needs to experience joy?" There is nothing better than the satisfaction of having a donor thank you for working for an organization that helps them meet their philanthropic goals in meaningful way!

~ Kay Simpson, Vice President of Development, ACCION Texas Inc.

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Kathy's workshop, "Identifying Your Target Audience & Prospective Supporters" should be a requirement for all fundraising professionals as well as board members. The workshop was not only informative but interactive. Participants practiced techniques to strengthen their ability to identify, analyze and develop strategies that address supporters' needs that are in alignment with organizational needs. Additionally, we reviewed how organizations present themselves to potential contributors and how to hone presentations/introductions so that they arouse curiosity in these supporters. We explored strategies to move these individuals from the curiosity stage to the committed stage.

The exercises and discussions were designed to allow us, regardless of our level of experience in the field of fundraising to learn something new, or re-examine previous development premises, from each other's unique observations and different perspectives.

~ Bryan Chase, MA, HSM, Director of Development & Marketing,
Ecumenical Center for Religion & Health