

# DATA POINTS FOR DONOR RESEARCH

## THE IDEAL PROSPECT

- Passion for your mission
- Resources to give
- History of giving to similar organizations
- Energy to engage

## DONOR PATTERN

- Previous donations
- Donations to others

## ENGAGEMENT PATTERN

- Volunteer habits
- Nonprofit involvement
- Board membership

## ASSET ALLOCATION

- Real estate ownership
- Business/Stock ownership

## LEGACY PRIORITIES

- Family Goals
- Tax Avoidance
- Story Points