Potential Donors - Categories

Organizations must constantly identify prospective donors. Here are some categories of people you know who might support the organization. This isn't a complete list, just a memory aid. Fill in names against as many of these categories as possible. Research will tell you for sure, so don't prejudge whether a prospect will or won't give, just write down names. Say them out loud with your family & friends – you might spark an idea for someone else.

Accountants	Oil & Gas
Association members	Older people
Automotive industry	Politicians
Banks	Pharmaceuticals
Beverage industry	Places of worship
Big companies	Printing
Clubs	Professions
Colleagues	Publishing
Community leaders	Real Estate
Donors to this association	Religious people
Employers	Retailers
Entertainment industry	Seniors
Family members	Service clubs
Food distributors/processors	School friends
Foundations	Social circles
Friends	Sports
Hospitality industry	Suppliers
Insurance	Textiles
Land developers	Transport
Law	Trust companies
Local business	Unions
Media	University-educated people
Medicine	Volunteers
Neighbours	