

Know Your Network and Goal Setting Worksheet

Use the right-hand column 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 	
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? 	

Need help putting together a fundraising plan? Reach out to DIY@crohnscolitisfoundation.org and we will be happy to help brainstorm your idea and help you set a fundraising goal.

Professional

CATEGORY	GUIDE	PEOPLE/COMPANIES BRAINSTORM
WORK	<ul style="list-style-type: none"> • Explore departments outside of yours • Look back at past colleagues • 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? 	

Goal Setting Worksheet

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

\$	General donations: How many people do you think will make a donation? What is your recommended donation amount? #_____ X \$_____
+ \$	Jump-start your fundraising with a personal donation, consider donating the same amount you are asking others for.
+ \$	Matching gifts: Many organizations offer matching gifts to double your efforts. Check with your employer to see if they offer matching gifts and don't forget to ask those who made a donation if their employer would match their contribution!
+ \$	Registration fees: Are you hosting a ticketed event or entry fee? Estimate the number of attendees #_____ X \$_____ the suggested entry fee.
+ \$	Sponsorship: Is your event offering sponsorship opportunities? Is so, estimate the number of sponsors #_____ X \$_____ each financial level.
+ \$	Other: Is your event hosting additional revenue enhancers such as an auction, raffle, percentage of sale events, giveback days, etc.?
+ \$	Other fundraising events or activities.
- \$	Expenses: Will your event have expenses? Or do you have sponsors and underwriters (those paying the expense directly) who will offset any expense?
= \$	Total DIY Fundraising Goal