

A matrix of potential donors and fundraising routes

Use the matrix to identify which routes could be applicable for each type of donor...

Donors	Major supporters	Current donors	Trusts	Current staff & trustees	Alumni: Former staff & trustees	Mission organisations & local churches	Ad hoc eg visitors
Method							
Initial introduction							
Building relationship							
Promotional events							
Written ask eg appeal letter/email/CFS							
Face to face ask with CFS							
One off gift							
Monthly direct debit							
Annual gift							
Online donations: Website, Give.net Just giving							
Legacies							
Gift Aid							
Social media							
Sponsorship							
Other							