



2008 Fundraising Breakfast

**How to Build Your
Invitation List.**

Part I: Abundant Groups

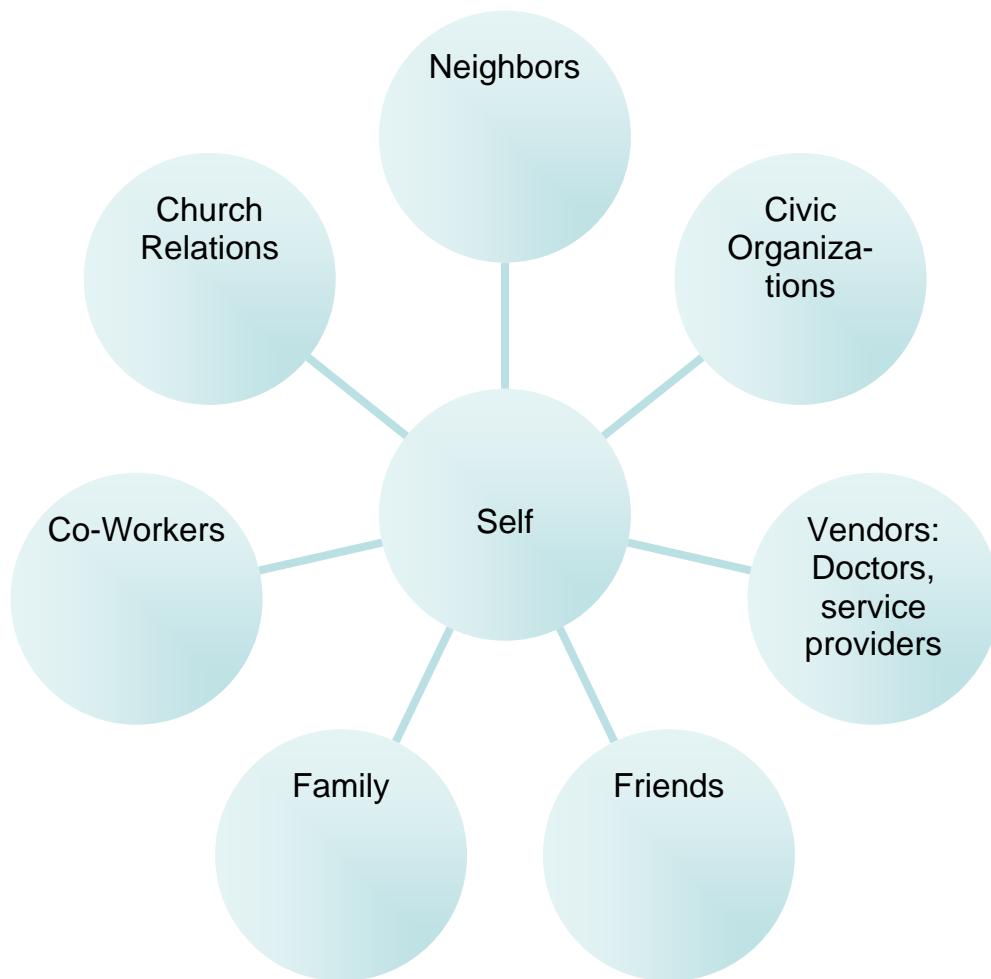
95% of the support needed for the Everett Gospel Mission to continue serving the homeless comes from individuals. These individuals decided to give of their time, talent, or treasure to support the work of EGM. The need for the services that EGM provides grows every day, though, and therefore the need for EGM to add partners to support the growing demand is vital.

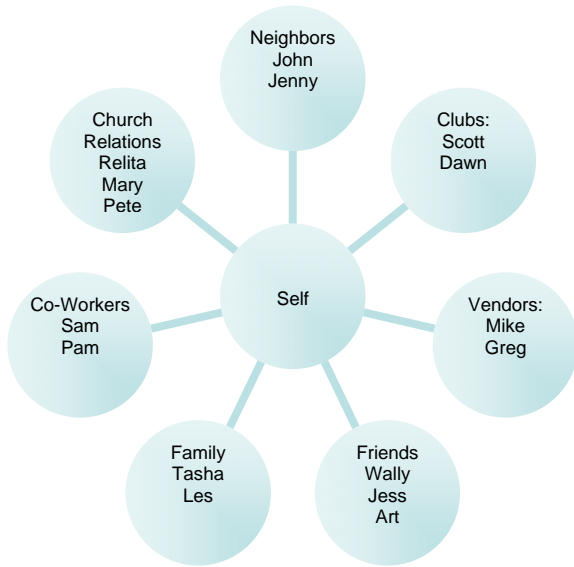
This is a process that will help you think about potential individuals that you could invite to a Meet the Mission Tour and the breakfast to learn more about EGM. It is called "Treasure Mapping" because you have a network of individuals who have resources of time, talent, and treasure that can, if moved to do so, partner together with EGM.

As you go through the exercise keep in mind you are not trying to only define those who can make large financial contributions. EGM understands a donor as a person who contributes gifts of time, talent, and treasure. Therefore, work to uncover individuals who if moved, could become long-term support of EGM with each of these resources.

Step One: Define types of groups or relationships

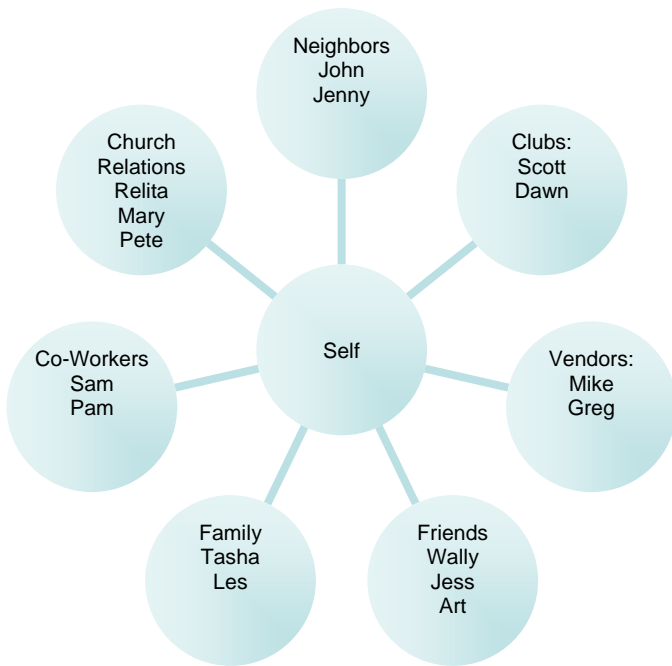
Draw a circle in the center of a large piece of paper and place your name inside it. Now surround yourself with all the groups/types of relationships you come in contact with. This will include family, church, co-workers, vendors, businesses you frequent, friends, corporate partners or relations, etc. You are trying to map out all of the possible people or organizations you come in contact with.





Step Two: Abundant People

Now that you have a good organization to help you think of the relationships you can begin to add names of persons to the chart. There is not limit to the number. Obviously, the more you add at this point the more you will be able to invite to become a friend of EGM sooner.



Step Three: Abundant Resources

Now go back over each name and list some resources that they have in abundance. It is natural that a person will give of what they have in abundance. These can include but are not limited to: time, money, influence, passion, contacts, goods & services, enthusiasm, commitment/loyalty, expertise, etc.

Neighbors:

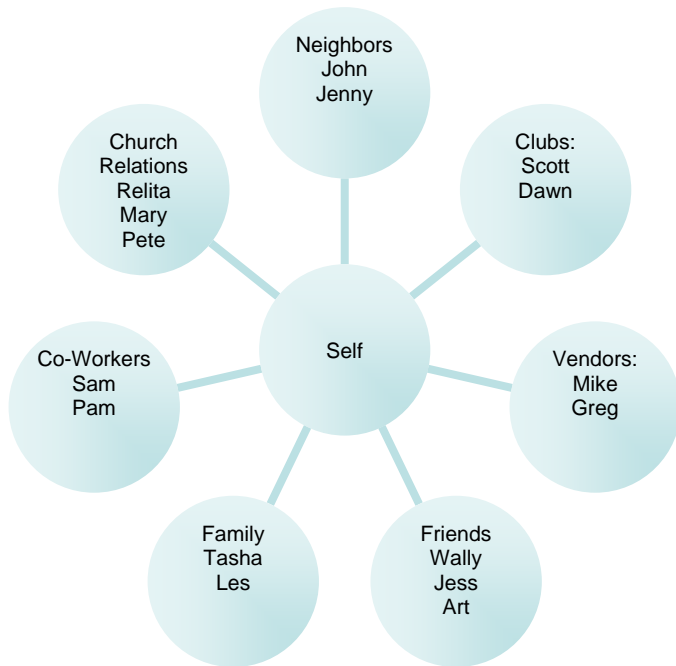
John: Contacts, Money
 Ted: Influence, Passion, Time, \$\$\$

Church Relations:

Relita: Influence, Contacts, Enthusiasm
 Pete: Contacts, \$\$\$, Expertise

Co-Workers:

Pam: Expertise, Time
 Sam: \$\$\$, Goods & Services



Step Four: Abundant Reasons

Now it is helpful to review your list of persons and consider the value or benefit for each person attending and becoming a friend of EGM. This will make asking them much simpler as you will be appealing to their needs in your request.

Reasons include:

- make a difference
- Feel Good
- Religious
- Personal connection
- Please Boss
- Contribute Talents
- Need to give back
- Learn New Skill
- Socialize
- Look good to others
- Tax write-off
- They really care
- Invest in community
- New contacts

Neighbors:

John

- Resources
 - o Contacts, Money
- Self Interests
 - o Look good to others, feel good

Jenny:

- Resources
 - o Influence, Passion, Time, \$\$\$
- Self Interests
 - o New Contacts, Really cares, make a difference.

Part II: Inviting Guests to the Breakfast

Now that you have thought through who would make a good friend of EGM, the resources they have to partner with EGM and why they might do so, it is time to give them a chance to become friends and invite them to a point of entry. A sample script is enclosed in your packet. It is best to ask him or her over the phone or face to face. Not everyone will say yes, but you will find that most people will be very receptive, especially if you reference past conversations and reasons why you believe he or she would be interested in attending a point of entry (self interests).