



Prospect Generator Worksheet

The prospect generator worksheet is a series of questions to help you identify potential champions, pathways and funder prospects, starting with those closest to you and moving to those who may not know you yet.

This exercise helps you think through the various levels of relationship your organization has with people and organizations that have the potential to become significant donors or champions for your program. It is designed to help you cast your net wide and create a large list of possible supporters you will then more carefully evaluate for capacity, propensity, interest, influence and pathway.

1. What funding opportunities exist for Living Well?

2. How do we get in front of them?

- Who are the ultimate decision-makers?
- Who influences these decision-makers? Would they be willing to be a champion for your program?

3. Who is already connected to Living Well?

- Who are the colleagues, supervisors, directors or administrators who can help you connect with potential funders?
- Can these people also advocate internally for the Living Well program?

4. Who is already in your funding or social network?

- Who currently funds your program?
 - Have you engaged them in the dialogue about needing a strengthened, sustainable revenue stream for the Living Well program?
 - Have you talked to them about creating a long-term funding strategy?
 - Have you talked to them about introducing you to other relevant funders?



- Can they help you publicize the need for sustained program funding?
- Who is volunteering for the program? Who are the past advocates (staff and non-staff) for the program?
 - Do the individuals named above work for the prospective funder? Can they introduce you to decision-makers?
 - Would they be willing to champion the program in their circles?

5. Who is operating in your community?

- What nonprofits in your region or area of focus are working on similar projects or issues?
 - Who funds them?
 - Would they be willing to connect you with their funders?
 - Is there a partnership opportunity? Are they seeking to contract with someone to help achieve a mission or enhance their capacity to complete a project? Would they be able to help publicize the need for ongoing financial support for Living Well?
- **What governmental bodies might be focused on issues similar to your areas of interest?**
 - Are any of the above agencies looking for someone to contract with to provide needed services to their constituents?
- **What local companies sell to the broader health care field?**
 - Have you ever reached out to them? If yes, what was the result? If no, why not?
 - Even if the company is not in a position to fund your program, over whom do they have influence? Can they serve as a champion for the program to other potential funders? Can they help publicize the program?
- **What companies are key players in the community and benefit from being positioned as supporters of a healthy community (largest employers, key beneficiaries of public investment, large community-wide customer bases, etc.)?**