

FCA FUNDRAISING PROSPECT LIST WORKSHEET:

Who Do You Know Who Should Know FCA?

FCA Mission: To lead every coach and athlete into a growing relationship with Jesus Christ and His church.

PURPOSE

Identify people within your personal and professional network who may have an interest in FCA's mission. **You are not being asked to solicit these individuals for a gift.** Your role is to identify relationships and potential opportunities to introduce people to FCA.

THINK THROUGH YOUR NETWORK

- ☐ Family & Friends
- ☐ Church & Ministry
- ☐ Current or Former FCA Relationships
- ☐ Schools & Education
- ☐ Foundations & Charitable Organizations
- ☐ Attorneys / CPAs
- ☐ Former Board Members or Volunteers
- ☐ Other Community Organizations
- ☐ Business & Professional Relationships
- ☐ Community Leaders
- ☐ Coaches & Athletic Connections
- ☐ Customers, Clients & Vendors
- ☐ Financial Advisors / Wealth Managers
- ☐ Business Owners & Executives
- ☐ Golf / Clubs / Recreation
- ☐ Neighbors / Personal Connections

THE A3 PROSPECT FILTER

A3 = AFFINITY + ACCESS + ABILITY



AFFINITY

DO THEY CARE?

Connection to coaches, athletes, students, schools, Christian ministry, leadership or community.

Score: 1 2 3 4 5



ACCESS

CAN WE REACH THEM?

Do you know them? Would they take your call? Can you make or arrange a trusted introduction?

Score: 1 2 3 4 5



ABILITY

COULD THEY GIVE?

Based only on what you reasonably know, do they appear able to make a significant charitable investment?

Score: 1 2 3 4 5

MY FCA PROSPECT LIST:

#	NAME	COMPANY CONNECTION	WHY THE FCA INTEREST?	WHO HAS ACCESS?	A1	A2	A3	NEXT STEP
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								

PRIORITIZE YOUR TOP FIVE

PRIORITY	PROSPECT	WHY THEM?	BEST PERSON TO MAKE AN INTRODUCTION	RECOMMENDED NEXT STEP
1				
2				
3				
4				
5				

POSSIBLE NEXT STEPS

- ☐ Personal introduction to FCA staff
- ☐ Attend an FCA huddle
- ☐ Hear an FCA impact story
- ☐ Introduce to FCA leadership
- ☐ Coffee or lunch
- ☐ Attend an FCA event
- ☐ Invite to volunteer
- ☐ Begin a cultivation relationship
- ☐ FCA ministry visit
- ☐ Meet a coach or athlete
- ☐ Invite to pray for FCA
- ☐ Explore a future financial partnership

THE A3 PROSPECT FILTER

RELATIONSHIP BEFORE REQUEST

IDENTIFY > INTRODUCE > CULTIVATE > INVITE > STEWARD

ASSIGNMENT: Identify at least 10-15 people from your network who should know more about FCA.