

# The Power of Three

Questions For Fundraisers

*Generating real impact for nonprofits*



## Three questions to ask before turning on your computer this morning

### 1. What am I doing to bring in more revenue today?

Follow up with existing and previous relationships. Reach out to the visit you had two weeks ago. So much easier to do than to open a new door or add more prospects.

### 2. What can I do to champion my top 10 or 15 prospects?

Challenge yourself to break your usual routine! Focus on your top 10-15 each day. Look at your Number 1 prospect and define the action steps necessary to get a visit. Then prospect Number 2, until you have an action plan for each one. Or follow up from a previous visit and present an opportunity to a prospect. Don't let the day get away from you! No more putting out fires. Instead, define the action steps that will produce real impact and generate revenue.

### 3. What are my next action steps to schedule visits?

New visits = new funds. Connect and make an ask. Have a dialog with your donor or investor and find out what their passion is. How does it relate to your mission? What do they love about your organization? That is philanthropy.

Then ask yourself: what are the results you are measuring? Is it dollars raised? What is that goal? Measure the output against the energy—how productive are you? Have you scheduled visits this week, next week, next month?

### We Can Help

If you are ready to generate revenue in a more effective way—NetMark is ready to partner with you. Call today to find out more about our collaborative approach.

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