

Donor Profile Worksheet

Program (if applicable):

Donor's name:

Is your donor male or female?

	Male	Female
	<input type="checkbox"/>	<input type="checkbox"/>

Age? _____

Where did she grow up? _____

What is her level of education? _____

Where did she attend college? _____

	Yes	No
Was she a member of a sorority?	<input type="checkbox"/>	<input type="checkbox"/>

	Married	Single	Gay
Is she married, single, divorced, gay?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is her occupation? Spouse's occupation? _____

Notes:

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Home and community life

Yes

No

Does she have children?

What are their names/ages/sex?

Is she involved in her children's school? In the community?

What's her religious affiliation? Does she attend services regularly?

What other organizations does she support?

Where does she get her news? From radio, television, internet?

Is she on social media? Which tool/s does she prefer (Twitter, Facebook, Pinterest)?

How does she make her charitable contributions? By check? Online?

Is she a reader? Books or magazines? What's her favorite book?

What's her name? Can you create a visual picture of your donor in your mind's eye? Whether you're writing an appeal letter or an email or web copy, always carry this picture of your ideal donor in your mind.