**Instruction for use**

This template can be used for profiling your potential individual and corporate donors. When you want to approach potential donors, it is smart to make a profile of each person that you would like to ask for collaboration on the issue. This applies for *individuals* as well as for *corporate donors.*

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| Your project objectives and reasons | *Describe the issue that you find most important in your project* |
| Your needs | *What specific needs do you have to make that project succeed?* |

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| **Potential donor** | **Knowledge**  | **Attitudes /****Beliefs**  | **Interests**  |
| **NAME****of the person or company (or contact person)** | **What does the (s)he know about the projects and the needs of your project?**  | **What does the (s)he believe about the causes of your projects?**  | **What does the (s)he care MOST about** **(also issues unrelated to your project)**  |
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