



A Guide for Figuring Out Your VIPs – Very Important Prospects

List at least 2 people you know personally, who belong to and attend meetings of a Civic Club such as Rotary, Kiwanis, or the Chamber (preferably in different Clubs).

1 _____

2 _____

List at least 2 people you know personally, who work for the government. (City, County, State, Federal, School District, etc.)

1 _____

2 _____

List at least 2 people you know personally, who are decision-makers within their company – who are departments, etc.

1 _____

2 _____

List at least 2 people you know personally, who have kids you're your area Community Schools.

1 _____

2 _____

List at least 2 people you know personally, whose kids are involved in a club, scouts, sports, after school activity, etc.

1 _____

2 _____

List at least 2 people you know personally, who work at a large company, in any capacity – entry level employee or manager or anyone in between.

1 _____

2 _____

List at least 2 people you know personally, who are elected officials (City, County, State, Federal, School Board, etc)

1 _____

2 _____

List at least 2 people you know personally, who work in Public Safety (police, fire)

1 _____

2 _____

List at least 2 people you know personally, who own a small company.

1 _____

2 _____

List at least 2 people you know personally, who are members of a club (knitting club, book club), or a sports team (bowling league, softball league).

1 _____

2 _____



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List at least 2 people you know personally, who attend religious services regularly / are involved in their congregation.

- 1 _____
- 2 _____

List at least 2 people you know personally, who perform personal services for your or your family (hairdresser, pool company, attorney, accountant, plumber, mechanic).

- 1 _____
- 2 _____

List at least 2 people you know personally, who are teachers or decision makers at local schools.

- 1 _____
- 2 _____

List at least 2 people you know who are involved in their neighborhood association / homeowners association.

- 1 _____
- 2 _____

List at least 2 people you know personally, who you believe have given at least \$25 to at least one charity in the past year.

- 1 _____
- 2 _____

List at least 2 people you know personally, who paid to attend a charity function of any type (gala, golf tournament, theatre night, etc. in the past year.

- 1 _____
- 2 _____

List at least 2 people you know personally, who seem to know everyone in town – whether through their business, their church, just their gregarious nature, etc.

- 1 _____
- 2 _____

List at least 2 people you know personally, who have led really interesting lives.

- 1 _____
- 2 _____

List at least 2 people you know personally, who volunteer at another nonprofit organization.

- 1 _____
- 2 _____

List people on your holiday card list.

- 1 _____
- 2 _____
- 3 _____
- 4 _____