

**NETWORK
BRAINSTORMING EXERCISE**

Instructions: Take 5 minutes to write down as many people as you can in each group. Then, using the sample outreach materials, brainstorm how you will ask each person or group to make a gift on Giving Day. When reaching out, focus first on your Tier 1 contacts—people who know you and want to support you most!

TIER 1	TIER 2	TIER 3
FAMILY	GROUP ALUMNI	SOCIAL MEDIA GROUPS
FRIENDS	SIMILAR BU GROUPS/ORGS	PROFESSIONAL ORGS
COWORKERS/ COLLEAGUES	ORGS PASSIONATE ABOUT YOUR CAUSE/PROJECT	INDUSTRY INFLUENCERS
		OTHER IDEAS