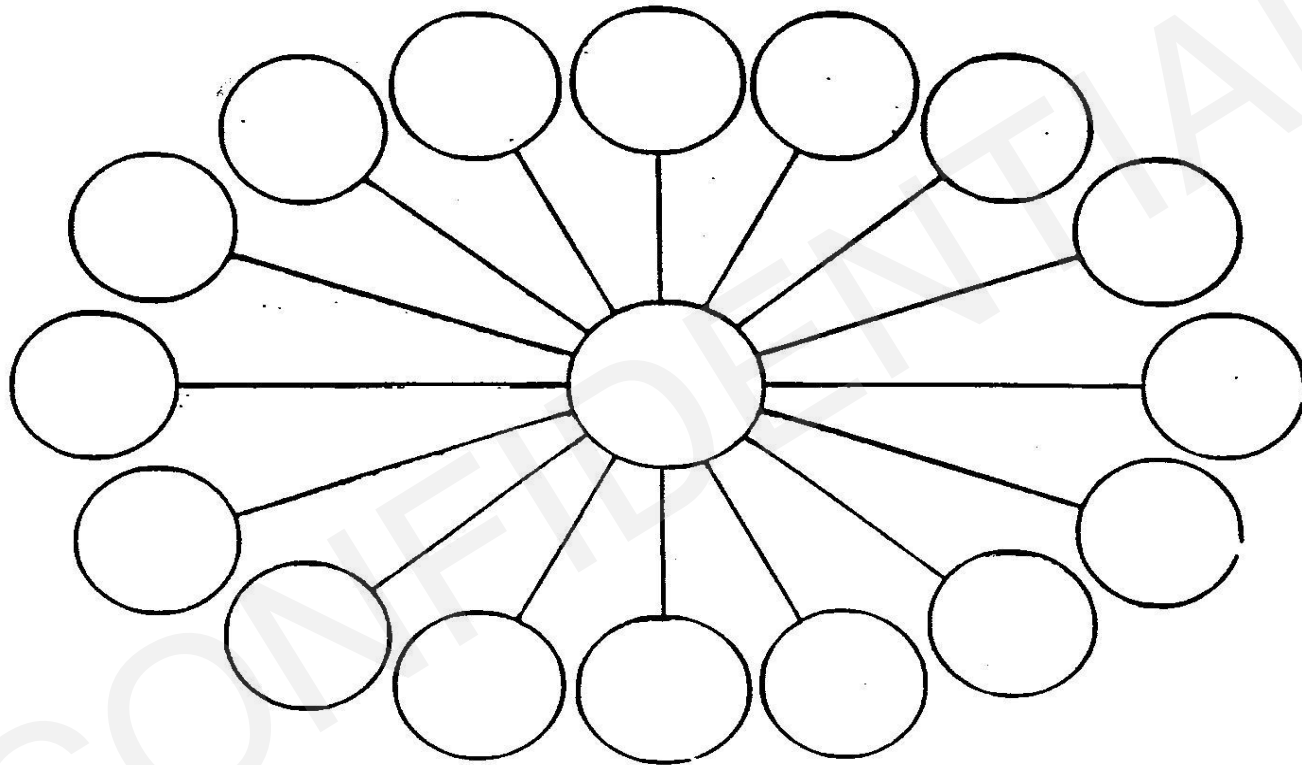


# The BUBBLE Tool-- Prospecting



## INSTRUCTIONS for The Bubble Tool

Purpose of Tool: An activity to use with board members, volunteers and staff to generate names of prospective organizational supporters. Using this tool with small groups will result in names of people that might be interested in learning about your organization.

### STEPS for Using the Tool:

1. Put your, the user, name in the middle 'bubble'.
2. Consider all the different aspects of your life. For instance: neighborhood; book group; running pals; church/temple/synagogue; bird watching friends; professional associations; service clubs; golfing buddies, and so forth. Each of these aspects go inside each bubble.
3. Then, go back and begin listing all the people associated with that bubble. No holding back. Generating as many names is the aim of the activity.
4. The worksheet will look like a 'mind map'.
5. Worksheets are collected by one staff person who will then:
  - a. Make a copy of each worksheet so that originals can be returned.
  - b. Develop a spread sheet with all of the names, associated with the person who contributed them.
  - c. The spread sheet will include fields to, ultimately, add contact information.
6. The staff person will then be in touch with each person who did the worksheet and go over the best use of these names. For example, some names might be best for some of the following:
  - a. Cultivation event
  - b. Site tour
  - c. Special fundraising event
  - d. E-mail solicitation
  - e. Direct mail
  - f. Potential non-board volunteer for committee work
  - g. Potential sponsor of an event
  - h. Other!

NAME \_\_\_\_\_ DATE \_\_\_\_\_

PS: If you use this tool, please email [jb@janetboguch.com](mailto:jb@janetboguch.com) to let Janet know how it goes!