



Partner/ prospect profile

This template helps guide your thorough donor research.

Created by:

Last updated:	
Organisation:	
Nature of business (mission, focus, history, funding model)	
Strategy focus areas (approaches/ topics, either stated priorities or based on activity)	
Geographical presence/ interest	
Overall budget (or turnover) and split by strategy area:	
Relationships already happening (with other actors in the sector/ wider, highlighting those where overlap exists between us and them)	
Key Personnel (senior	



<p>leadership and most relevant directors/dept heads, highlight potential primary prospect)</p>	
<p>Areas of alignment/opportunity</p>	
<p>Existing relationship (any previous or existing contact/engagements and who is involved)</p>	
<p>Presence at events/forums:</p>	
<p>Cultivation opportunities:</p>	
<p>Key messages to drive:</p>	
<p>Aim for future engagement:</p>	