**Needs of the Donor - \_\_\_\_\_\_\_\_\_\_** *(Audience Name)* \_\_\_\_\_\_\_\_\_\_

**Audience Description:** *Identify the key characteristics of this audience – demographic info / interests / giving level & frequency / etc.*

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| --- | --- | --- |
| **What They Want** | **What We Offer** | **How We Prove It** |
| *Identify specific reasons this audience supports your organization/mission* | *Identify specific ways in which you accomplish the things they want.* | *Identify specific/measurable examples of your impact.* |
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