

# What to do Monday

SEVEN THINGS

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- 01 Mine your database for wealth managers, accountants and lawyers
  - 02 Put donor-advised fund on your website, with a phone number and a direct email beside it
  - 03 Learn which sponsors best fit your cause and region
  - 04 Ask everyone, every conversation, every form
  - 05 Give donors a way to self-identify, and code it in your CRM
  - 06 Acknowledge every grant, addressed to the donor, routed through the sponsor
  - 07 Be visible to the intermediaries, not only the donor
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