

# ForImpact

## Prospect Strategy Checklist

**Prospect:**

**R.M.:**

**Decision Maker:**

**Natural Partner/Champion:**

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**Knowledge Base:** *See Knowledge Base Worksheet*

**Relationship Goals:** *What would it mean to maximize the relationship?*

**'Hooks'/Suggested Projects/Areas of Interest:**

**Additional Research Required:** *What else do we need to know?*

**Possible Challenges:**

**Predisposition Ideas:**

**Presentation Design/The 'Experience':**

**Action Plan:** *Next steps?*