

## **Donor Profile**

**Jane Doe, Partner & Pro Bono Coordinator at Simpson, Thatcher & Bartlett**

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- **Snapshot:** Jane is a partner in a prominent law firm. She is on the Board of MSF (Doctors without Borders) and Robin Hood Foundation (our funder). I have met her casually at several Bar Association meetings and conferences/events re humanitarian issues.
- **Source:** First approached by letter to attorneys doing pro bono asylum work (in March). She made first time personal donation of \$1,000 and referred our request to her firm which gave \$2,500.
- **Goals:** (1) Increase her giving from \$1,000 to \$5,000, (2) solicit her help in increasing her firm's contribution to \$2,500\$5,000 and (3) enlist her help in identifying other potential donors and/or attorneys to provide pro bono representation.
- **Strategy:** Previously wrote letter thanking her for gift and made thank you call.  
**Will now:**
  - (1) Call and ask for meeting
  - (2) Call Robin Hood Program Officer and advise her of meeting and ask if she will also reach out to Jane to be supportive of our Program
- **Timeline:** Call and arrange meeting by April 30th
- **Staff:** Carol Prendergast
- **Other Connections:** Robin Hood Program Officer