



# WARNING!

## Do Not Attempt

Nonprofit prospect development is not for the faint of heart.  
To succeed, you must be willing to:

- Locate multiple needles of donor information in massive haystacks of raw data;
- Identify and qualify ever-increasing numbers of prospective donors to help major gift officers exceed fundraising targets year-over-year;
- Grow, organize, and optimize a donor database with a population larger than Vermont;
- Mentor and advise the next generation of miracle workers while steering your organization's most ambitious capital campaign to date;
- Calculate informed, evidence-based gift asks with a margin of error of approximately zero;
- All while defying the limits of time, resources, and willpower to help your organization make the world a better place.

Thank you to all you audacious P.D. professionals!