

Use What You've Got: A One-Page Individual Giving Plan

Cat Ashton, Giant Squid Group, and Jonnyka Bormann, American YouthWorks. AFP Greater Austin One Day Conference, October 9, 2026. Fill this in as we go.

1. My Why

What are you most afraid donors won't see? Write the first honest answer, not the mission statement. Then turn it into one sentence you'd say out loud.

What I'm afraid donors won't see	
Said as one plain sentence	

AYW's version: "The system is the problem, not the young person."

2. My doors

Name three kinds of people already connected to your org, and why each has reason to care. "Neighbors" isn't a door. "Neighbors who watched us turn the vacant lot into a garden" is.

Door (who they are)	Why they care

3. My people

Write five real names from those doors. Keep a name only if all three are true:

- They could give at a level that matters to your org right now.
- They have a real connection to the mission.
- Someone could reach out in the next 30 days.

Name	Door	Who owns the relationship	Reach out by

A name with no owner and no date goes in a drawer.

4. My lane

Most small shops can't build 1:1 gifts and recurring giving at the same time, not well anyway. Circle your lean on each line, then pick one for the next six months.

	Leans 1:1 gifts	Leans recurring giving
Named people	A handful who could change our year	Mostly maybes
Who makes the ask	Someone has the time and the stomach for calls and coffees	Nobody does right now
Systems	Spreadsheets will hold for a while	Our database can bill monthly without patchwork
Cash timeline	We need it this quarter	We can build over 12 to 24 months
Our network	A few deep relationships	Wide and shallow

Our lane for the next six months	
What we're not building yet	
When we'll revisit	

It's a lean, not a wall. You can still ask the one donor who's obviously ready.

5. My touches

Every touchpoint does one of four jobs: awareness, cultivation, solicitation or stewardship. An org that only shows up to ask is asking strangers, even the ones who've given for years. The floor is one touch a quarter that isn't an ask.

Quarter	A touch that isn't an ask	Owner
Oct to Dec		
Jan to Mar		
Apr to Jun		
Jul to Sep		

6. My 15%

What's within your power to do right now, without more budget, more staff or anyone's permission? Pick one name from section 3 and commit.

One name	
One owner	
One date before December 31	
Who can help me do it	