



Major Donor Prospect Rating Form

ORG Board Member/Staff Person Name: _____

Dominant Fundraising Style: Asker, Nurturer, or Connector. _____

Candidate Name	Relation-ship	Capacity	Likelihood of Funding	Optimal Approach	Why a Strong Candidate



Major Donor Prospect Rating Form Key

Use the following key when completing the form above:

Relationship

- 1 - Close friend or associate
- 2 - Acquainted and friendly
- 3 - Met several times
- 4 - Met once or twice
- 5 - Never met

Capacity

(Amount you believe this prospect could pledge to ORG)

- 1 - \$500,000 or more over 3 to 5 years
- 2 - \$250,000 or more over 3 to 5 years
- 3 - \$100,000 or more over 3 to 5 years
- 4 - \$50,000 or more over 3 to 5 years
- 5 - \$25,000 or more over 3 to 5 years
- 6 - \$10,000 or more over 3 to 5 years
- 7 - \$5,000 or more over 3 to 5 years
- 8 - \$2,500 or more over 3 to 5 years

Likelihood of Funding

- A - High level of interest in ORG
- B - Moderate level of interest (probably donates or attends ORG activities)
- C - Low level of interest but with potential for cultivation (doesn't give or participate yet but is interested in the mission of ORG)
- D - No interest and no concern for ORG



Optimal Approach

- 1 – I will contact
- 2 - (Primary fundraiser) or other fundraiser to contact using my name
- 3 – Other – Please specify