

## ACTIVITY: DONOR PROSPECTING WORKSHEET

The sample activity below provides guidance and preparation prior to direct solicitations.

Donor Prospecting Worksheet				
Donor Name: (First and Last)	Donor's Affinity to Organization:  1: High 2: Medium 3: Low	Donor Capacity:  1: \$5,000 or more 2: \$1,000-\$5,000 3: under \$1000	Solicitor Assigned:	Notes:
Jane Doe	1	2	Board Chair	Spoke to Jane about increasing her annual contribution from \$1,000 to \$3,000. This will be Jane's largest contribution.
John Doe	2	1	Development Director and Executive Director	Has capacity to give more. Need to invite John to tour facilities and gauge interest in a \$5,000+ gift.

