**Major Donor Prospect Rating Form**

ORG Board Member/Staff Person Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Dominant Fundraising Style: Asker, Nurturer, or Connector. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Candidate Name | Relationship | Capacity | Likelihood of Funding | Optimal Approach | Why a strong candidate |
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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