## Major Donor Prospect Ranking Tool

(Adapted from J. Panas)

Use the grid below to visually map the names of your prospects based on how you score them below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 4 (high) |  |  |  | Ideal Prospects (4/4) |
| 3 |  |  |  |  |
| 2 |  |  |  |  |
| 1 | Weakest Prospects (1/1) |  |  |  |
| 0 (Low) | 1 | 2 | 3 | 4  |

Interest & Connection -->

### Guidelines for Scoring

Assign each prospect the appropriate number score in each of the following categories:

**1. Financial capacity (modify to fit circumstances)**

0 = $1,000 - $5,000

1 = $5,000 - $10,000

2 = $10,000 -$25,000

3 = $25,000 - $50,000

4 = $50,000+

**2. Interest and Connection**

0 = No involvement with you station, or other public media station

1 = Membership level gift or event attendee

2 = Sustaining donor or multi-annual donor, event attendee, volunteers on a board or committee, positive opinions of your station

3 = Continuous donor, volunteer, gifts of $1,000+, strongly personally identifies with station and mission

4 = Active volunteer, passionate about mission, advocate for station in the community, previous major gift donor

**3. Philanthropic Inclination**

0 = No evidence of gifts in your community or to a political campaign

1 = Evidence of small membership level gifts to campaigns or organizations

2 = Evidence of moderate sized gifts to local organizations or organizations in your category of giving (arts, education, civic organizations)

3 = Moderate sized gifts to your organization as well as local groups

4 = Made significant gifts your station as well as large gifts to other organizations locally

Once you’ve rated your prospects, sort the list. Begin with those with the highest overall score. Here’s how to determine readiness for an ask or need for further discovery or cultivation.

### Prospect Scores

**Prospect score 10-16**:Likely your top prospects. You already know a great deal about them and may even be ready for an ask.

**Prospect score 7-9:** These middle scores will require some cultivation. If the prospect’s capacity is high and their interest is low, they are likely to require less cultivation than a prospect with a similar score whose interest is high and capacity might be lower.

**Prospect score below 4**: It is unlikely this prospect is currently worth the time and attention you have available to become a great major giving partner. This may change over time but for now focus on prospects with a higher likelihood of giving in the near-term.

There are going to be a number of prospects for whom you are unsure of what the ratings should be for any given category outlined on the ratings sheet. That is the heart of **discovery**: uncovering their philanthropic interests, their commitment to your station and the overall capacity and interest in making a major gift to you.