• Every fund-raising campaign must have a projection of numbers of gifts in specific categories it requires to meet the goal, such as the example below. Prospects are identified, rated, and evaluated for their giving potential and placed into their respective gift-giving categories. You cannot have a successful fund-raising campaign if you cannot "fill in the blanks" in the numbers of gifts in amounts of gifts necessary to make any campaign a success. You should always look for smallest number of donors to give you the largest amounts of money in the shortest possible time.

Names Of Prospects Rated To Contribution Potential

$10,000 Prospects

STRONG-Best Potential	POSSIBLE-Need Cultivation	DISTANT-Search For Opportunity
1)		
2)		
3)		
4)		
5)		
6)		

$5,000 Prospects

STRONG-Best Potential	POSSIBLE-Need Cultivation	DISTANT-Search For Opportunity
1)		
2)		
3)		
4)		
5)		
6)		
7)		
8)		

$2,500 Prospects

STRONG-Best Potential	POSSIBLE-Need Cultivation	DISTANT-Search For Opportunity
1)		
2)		
3)		
4)		
5)		
6)		
7)		
8)		
9)		
10)		

$1,000 PROSPECTS

STRONG-Best Potential	POSSIBLE-Need Cultivation	DISTANT-Search For Opportunity
1)		
2)		
3)		
4)		
5)		
6)		
7)		
8)		
9)		
10)		
11)		
12)		
13)		
14)		
15)		