

Prospect Classification/Priority

100 Points Maximum Potential Score

--- Capacity (Maximum 30 Points)

\$50,000 Or More	=	30 Points
\$25,000 - \$49,999	=	20 Points
\$10,000 - \$24,999	=	10 Points
\$5,000 - \$9,999	=	5 Points
\$1,000 - \$4,999	=	3 Points

---Giving History/Contributions (Maximum 20 Points)

\$10,000 + Per Year	=	20 Points
\$5,000 - \$9,999	=	15 Points
\$3,000 - \$4,999	=	10 Points
\$1,000 - \$2,999	=	5 Points
\$Under \$1,000	=	2 Points
No Giving History	=	0 Points

--- Length Of Time Giving (Maximum 5 Points)

5 Years +	=	5 Points
3 - 4 Years	=	3 Points
2 - 3 Years	=	2 Points
1 - 2 Years	=	1 Point
No Giving History	=	0 Points

--- Personal Relationship (Maximum 20 Points)

With A Known Leading Organization Official/Advocate/Involved Supporter

--- Common Interests (Maximum 5 Points)

With A Known Leading Organization Official/Advocate/Involved Supporter

--- Common Philosophies (Maximum 5 Points)

Likely To Respond To Organization's Mission/Values

--- Linkage To Organization (Maximum 5 Points)

Strong	=	5 Points
Medium	=	3-4 Points
Weak	=	1-2 Points
None	=	0 Points

--- Time Window (Maximum 10 Points)

Critical	=	10 Points
ASAP	=	7-9 Points
In Sequence	=	4-6 Points
Any Time	=	1-3 Points