Prospect Identification Scorecard

For those individuals and organizations new to fundraising or charged with building a solicitation plan for an inaugural board of directors, this sample resource is a simple tool to help you work smarter. The worksheet outlines a set of characteristics that, when combined, provides managing staff and board volunteers with a solid assessment of a given individual's likelihood to respond favorably to a request for financial support. This does not cover the quality of an organization's case for support, only outlines important aspects of the prospect's orientation to philanthropy and to your specific organization.

FINDING YOUR TOP PROSPECTS

There is an abundance of sophisticated rating and screening methods available for fundraising professionals, but they all boil down to some of the same tried-and-true methods for sorting prospects with stronger and weaker giving potential. The wealthiest prospect is not always the highest rated prospect. The following weighted measurements reveal what veteran fundraisers know best: "people give to people." Personal connections to your organization's top ambassadors almost always trumps the more theoretical criteria that round out a given prospect's profile.

Weighted Criteria

1. **Assets** (15 points). Assets alone won't determine the likelihood of a major gift, but they're certainly a top ingredient.
2. **Former Donor** (30 points). Has the individual made a gift to your organization within the past three years?
3. **Relationship** (15 points). Does or has the individual had a relationship with your organization – former board member, former client, former member?
4. **Contact** (20 points). How accessible is the individual to your organization or someone closely involved with your organization? (*e.g.,* a friend of a staff member, serve on another board as one of your current board members)
5. **Interest** (10 points). Has the individual requested information from your organization? Is he/she on your mailing list?
6. **Proximity** (5 points). Does the individual reside in your area? Does he/she contribute to other local charities?
7. **Related Giving** (3 points). Does the person contribute to organizations with missions similar to yours?
8. **Philanthropy** (2 points). Is the individual known to be generous to other causes?

PROSPECT SCORECARD

Name	Assets/ Giving Ability	Giving History	Relationship	Contact	Interest	Proximity	Related Giving	Philanthropy	TOTAL
John Doe	15		15	20	10		3	2	**65**
John Q. Public	15	30		20		5		2	**72**
Citizen X	15		15	20	10	5	3		**68**
Jane Doe	15					5	3	2	**25**

Related Resources

If your organization has an active constituency of more than 500 individuals, you might think about setting aside some money for conducting a "wealth screening." The following vendors specialize in crunching public filings to determine each of your prospects over wealth. Each uses a propriety weighted scorecard assembling an individual's property holdings, stocks, annual earnings, and other factors; the information is publicly available, but very time consuming for you to collect on your own. When contacting these vendors, think about asking them to only screen your most active constituents, or perhaps constituents from well-to-do local zip codes, or (if your organization is established enough) simply look at the pool of constituents that occupy your highest donor levels.

Bentz Whaley Flessner (612-921-0111) uses household-based demographic information for its "Prospect Select" tool.

CDA/Investnet's "Just the Fact$" collects major donor information by screening an individual's stock holdings, real estate ownership and philanthropic affiliations.

Marts & Lundy (800-526-9005) uses advanced computer modeling in its "POTENTIAL PLUS" screening process. M&L combines known household data with your own constituent data, assigning ratings based on top donor traits.