

A MAJOR* Donor Prospect Ask Readiness Tool

Six Key Considerations Relating to Asking in this Ultra-VUCA Period:

1. 95%+ of campaign gifts will come from 5% or less of all donors
2. Major donors will re-prioritize their giving to 3–5 organizations
3. Only 1 of 30 askers will be able solicit gifts higher than their own
4. Fund raising will continue to be 80%+ engagement and 20% asking
5. More gifts will be restricted and focused on more immediate priorities
6. Major gifts will be vital to raising sights, hopes, confidence, and other gifts

<u>Eight Scorable Factors in Determining Major Donor Prospect Ask Readiness:</u>	<u>Points</u>	<u>Score</u>
Has a positive 5–10 yr. relationship with a chief executive or peer volunteer	0–20	___
Has been an active Board or committee volunteer for 5–20 yrs. or more	0–20	___
Has assumed 5–20 yrs. of recent Board/campaign leadership at the organization	0–20	___
Is a current and consistent donor to the organization for 5–20 yrs.	0–20	___
Is informed on strategic plan, compelling case, and realistic financial pro forma	0–20	___
Confirmed recent interest (in last 30 days) in considering a gift despite VUCA	0–10	___
Is aware of 100% Board giving at a collective level perceived to be a “stretch”	0–10	___
Is a recently trained and influential solicitor who can ask for other gifts.	0–10	___
Bonus Criteria: Proven ability to make a Top 3 gift and interest in matching gift	0–20	___
TOTAL SCORE:		___

TOTAL Points Possible: 150

<u>Score Range</u>	<u>Level of Risk</u>
100–150	Low risk for one-time gift. Medium risk for multi-year gift or pledge.
75–99	Medium risk for one-time gift. High risk for multi-year gift or pledge.
50–74	High risk for one-time gift. Very high risk for multi-year gift or pledge.
0–49	DO NOT ASK! Work to improve donor preparedness or try another prospect.

*Major donor: one capable of giving \$5,000+ per year on \$250K annual fund and/or \$5M capital campaign.

Note: Beware of silver bullets: prospects with recent financial windfalls, who made mega-gifts to other organizations, or are verified billionaires. Without a prior relationship, these silver bullet prospects are not relevant to you.



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