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

Eight Scorable Factors in Determining Major Donor Prospect Ask Readiness: Points Score

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

Score Range Level of Risk

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.