

5. List of prospects template

The Tool

List of prospects table

	Prospect Name/Company	Maximum capacity to give/year	Interest in our organization	The relationship	Personal interests/hobbies/passions/projects, etc.	Willing to ask?
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

The List of prospects explained

When do you need such a list?

If you want to organize a special event, an email fundraising campaign or any other fundraising campaign, you will need to start from a list of potential donors - individuals or companies, depending on your fundraising objectives. No matter if you think to individuals or companies, you will need to analyze their "potential" to become your donors using the following criteria:

- Their capacity to give;

- Their interest in your organization;

- How you can reach them;

- Their personal interests, motivation, hobbies, passions, projects, activities, etc. that you could use to "attract" them / to bring them closer to the organization, and in the end to make them give to you.

How and who should fill in the list?

The list should be filled out by the members of your organization. Ideally, it would be great if everyone, staff or volunteers could fill out such a list. But it is more important to think in terms of numbers - how many people/companies you want on that list? And how much support do you need?

For instance, if you want to raise 10,000 euro from 10 companies, then we would recommend to collect such a list with at least 40-50 companies. The same, if you want to raise 10,000 euro from 200 individuals, then we would recommend to have around 700-800 people on the final list of prospects. For instance, in the first case, two people/a small team from the organization, who know better the business sector from your community, could make that list of 50 potential business supporters. In the second case, you might need at least 8-10 members, staff or volunteers to come up with such a list which will include their families, friends, colleagues, etc.

The main sections of the list explained:

Prospect name/company

Keep in mind that in the case of the company you also need the name of the decision maker from the company.

Maximum capacity to give/year

Design a scale, for instance, from 1 to 7, to evaluate this capacity:

1 - being the smallest amount a prospect could give during one year (example: 1,000-3000 euro/year)

7 - being the biggest amount a prospect could give during one year (example: 35,000-50,000 euro / year)

And in between, you can have: 2 - 3000-5000, 3 - 5000-8000, and 4 - 8,000-12,000, 5 - 12,000-20,000, 6 - 20,000-35,000 euro/year. Design this scale in a way that is relevant for your context; in the end, you need to be able to group your prospects based on the amount they could give.

For companies, you could look to their annual turnover and calculate what could be the limit of their support, for which they will get some tax exemption from the government. For individuals, think about 10% of their annual income. If you cannot collect any information about this, just leave the cell blank.

Remember, this is NOT the amount that you would ask from them! For your fundraising campaign with a goal of 10,000 euro, if you have a prospect with a score of 7 score for capacity, then you know you could ask 3,000-4,000 euro, while from a prospect with a 1 score, you could ask 100-300 euro.

Interest in your organization

You could work as well with a scale to evaluate this interest:

- 5 - the person donated before to your organization, and is a constant supporter and loves your organization and talk a lot about it to others;
- 4 - the person donated once/twice to your organization and attends organization's activities;
- 3 - the person did not give yet and did not participate in activities, but he/she seems interested in the goals/programs of the organization;
- 2 - the person knows the name of the organization, but he/she did not demonstrate any interest in the organization;
- 1 - the person might not know anything about your organization, but you think he/she has the capacity to give.

The relationship (with the prospect)

You could use the following scale:

- 5 - best friends, families, close business associate
- 4 - acquainted and friendly
- 3 - met once or twice
- 2 - never met
- 1 - hostile relationship

This refers to the relation that the person who fills in the list has with the prospect donor - individual or the company/ the decision maker. Two members might write down the same name, for example, of a company from your community. This information will help you to decide whom to send as a solicitor or whom to ask to open the door or make the contact for you. You will always choose the member that has the closest relationship, but pay attention that too close relationships, sometimes and in some cultures, could make the member to feel uncomfortable to ask for support.

Personal interests/hobbies/passions/projects, etc.

Here, you could add any information that will help you in the cultivation (aka building relationship) or the solicitation process. For instance, maybe you found out that the company supported young people before, other events for young people - this will be worthy to be noted here. Or, maybe, from previous contacts, you found out that the company is interested in making its name better known in the community - this will help you to choose the right value you can provide to them as recognition for their support.

Willing to ask?

"Yes" or "no"... or it could be "happy to make the connection". Here you need to find from your members, staff or volunteers who fill in the list, if they feel comfortable to make a solicitation or if, at least, they could open the door for you, to reach the prospect donor.

How to use the list of prospects?

Once you have the lists from all those persons you involved in the process, you arrange the prospects in four groups:

Those that can be asked right away (high interest to give, close relationship);

Those that need to be cultivated and brought closer to the organization, with some small to medium effort (medium interest to give, medium to close relationship);

Those from which you need more information, and you also need more time and effort to cultivate and bring them closer to the organization (medium interest to give, cold relationship);

Those that have the capacity to give, but too much effort is needed to reach and cultivate them (low interest to give, no connection at the moment with them or hostile relationship).

You know that you have a very good prospect list if the majority of the names on the list have a medium to high capacity to give (in regards to your fundraising goal), have medium to high interest to give and there is at least a level 3 relationship with them. You are in trouble if most of the prospects have low interest to give and the relationship level, for most of them, is 1 or 2.

Then, for each group you decide what is the action you need to take:

1. *Go, ask for the money for your campaign!*
2. *Meet, inform, build the relationship! or Go, ask for the money, but only about half of what would you ask from group 1.*
3. *Find out more, meet, inform, build the relationship!*
4. *No action for the moment or, if you have the time and resources, Introduce your organization to them, first, and then plan for cultivation.*

This model of list of prospects was developed and inspired by Stanley Weinstein, ACFRE, [The Complete Guide to Fundraising Management](#), John Wiley & Sons, Inc., 2009.