AMERICAN HOLISTIC VETERINARY MEDICAL FOUNDATION

**POTENTIAL DONOR MANAGEMENT PRIORITIZING GRID**

***Product (Affinity multiplied by Life Stage)***

|  |  |  |  |
| --- | --- | --- | --- |
| **Affinity**  **3 (place us among the top 1 or 2 nonprofits)** | **3 (love you, but can’t give)** | **6 (love, you and might give)** | **9 (love you and can give)** |
| **2 (place us among the top 3-5 nonprofits)** | **2 (like you, but can’t give)** | **4 (like you and might give)** | **6 (like you and can give)** |
| **1 (know us and support us)** | **1 )know who we are but can’t give)** | **2 (know us and might give)** | **3 (know us and can give)** |
|  | **1**  **Life Stage (young, mid-way through career, children still at home)** | **2 (at peak of career, inheritance expected, wealth not certain, not yet disposing of their wealth)** | **3 (children grown or no children, wealth is certain, ready to dispose of their wealth)** |

**\*\*\*Fill in names of prospects (lead & major & planned giving) based on your prospect rating sheet (gleaned from connections and database)\*\*\***

1. Ask “9’s” immediately

2. Cultivate “6’s” before making the “ASK”

3. “3’s” & “4’s” will take time and effort to cultivate before becoming donors

4. Don’t work on “1’s” & “2’s” until you’ve taken care of your “9’s”, “6’s”, “4’s”, and “3’s”