Prospect Rating Sheets

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Example Rating Sheet, filled in Page 2
Prospect Rating Sheet
Completed by ________________

Prospect’s Name ________________________________________________

Address _______________________________________________________

Business/Profession _____________________________________________

Ability. How would you rate this person’s ability to give?

___ High ___ Medium ___ Low

Interest. How would you rate this person’s interest in public broadcasting?

___ High ___ Medium ___ Low

In education?

___ High ___ Medium ___ Low

Connection. What is your relationship with this person?

____ Family ______ Through Church
____ Neighbor ______ Through kids
____ Co-worker ______ Through spouse
____ Prof. colleague/competitor

How close are you to this person? ________________________________

Can you introduce them to our station? ___________________________

Charitable Intent. What clues do you have to their interest in giving?

________________________________________________________________

What is most important in their life? ______________________________

What is their religious outlook? _________________________________

To which charities do they give? _________________________________

With whom do they do business? ________________________________

With whom do they socialize? _________________________________

What do they do when not at work? ______________________________

What is their relationship with us? ______________________________
Prospect Rating Sheet
Completed by Dave Wouk

Prospect’s Name  Jim Davis

Address  5045 12th Avenue, Portland, OR

Business/Profession  Owns a printing business

Ability.  How would you rate this person’s ability to give?

x High  ___ Medium  ___ Low

Interest.  How would you rate this person’s interest in public broadcasting?

x High  ___ Medium  ___ Low

In education?

x High  ___ Medium  ___ Low

Connection.  What is your relationship with this person?

x Neighbor  ___ Through Church

___ Co-worker  x Through kids

x Prof. colleague/competitor  ___ Through spouse

How close are you to this person? I am very close to Jim

Can you introduce them to our station?  yes

Charitable Intent.  What clues do you have to their interest in giving?

Jim gives to his alma mater, to the library and the symphony

What is most important in their life?  Jim loves books, likes to travel

What is their religious outlook?  Not religious

To which charities do they give?  College, library, symphony

With whom do they do business?  Me, my magazine. Wilson family, Bill Durham

With whom do they socialize?  Me, Clintons, Blackwell, the mayor

What do they do when not at work?  Travel, visits kids (no grandkids yet)

What is their relationship with us? Loves the station, give generously