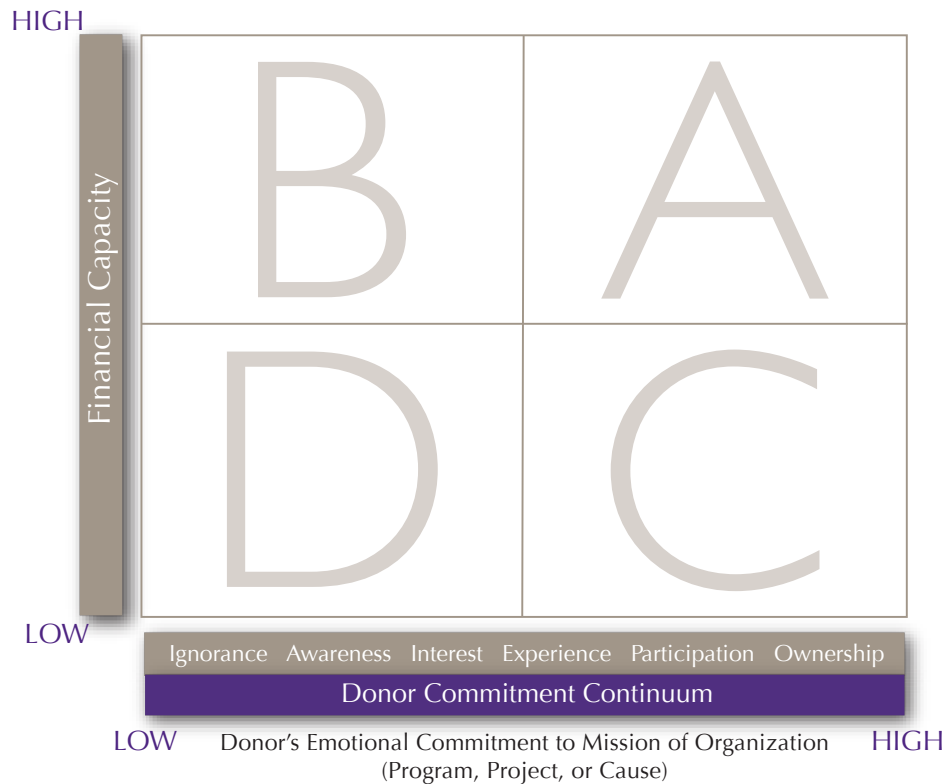


Priority Grid

Not all potential donors are created equal. In order to prioritize potential donors and to identify effective strategies for developing donor commitment to your organization’s mission, you must assess donors in two critical areas. First, you must determine where the potential donor falls on the Donor Commitment Continuum. Then you must evaluate the financial capacity of the donor. The relationship between these two areas will indicate the priority level of the donor.



- A.High Priority—focus on major, stretch gift opportunities
- B.Medium High Priority—focus on developing commitment to the organization
- C.Medium Priority—maintain engagement, celebrate initial gifts
- D.Low Priority—do not focus your efforts here

When assessing the financial capacity of potential donors, you must recognize that someone with only moderate capacity now may have greater capacity later.