

Prospect Rating Sheets

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Blank Rating Sheet

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Example Rating Sheet, filled in

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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?

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

Neighbor

Co-worker

Prof. colleague/competitor

Through Church

Through kids

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