



PROSPECT EVALUATION GRID ©

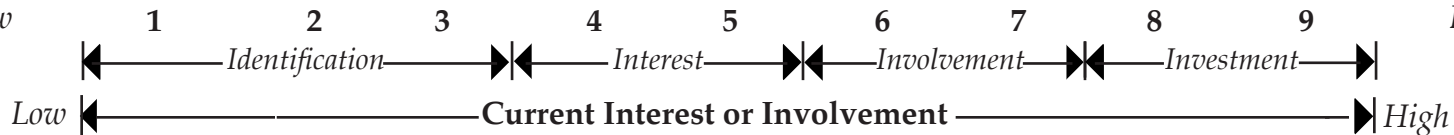
Name

Ranking (total of both numbers)

High
9
8
7
6
5
4
3
2
1
Low

High
9
8
7
6
5
4
3
2
1
Low

9	Unlikely Prospect 1/9								9/9 Ideal Prospects
8									
7									
6									
5					Target Prospects 5/5				
4									
3									
2									
1									Dedicated Volunteer 9/1



INSTITUTE FOR CHARITABLE GIVING

Guide—Current Interest/Involvement

1 Not on mailing list
 2-3 Some identification
 4-5 Has demonstrated some interest
 6-7 Has been involved
 8-9 Heavily involved or significant record of giving

5/5 and above	Target Market
6/6 and above	Major Gift Prospects
Grid Location	Description of Prospects
1/1	Negligible Interest/Little Capability
1/9	Negligible Interest/Great Capability
5/5	Beginning of Target Market
9/1	Very Involved/Negligible Capacity
9/9	Ideal Prospect

PEG Ranking for Major Gift (total of both numbers)	
2-6	Very Poor Prospect
7-10	Marginal
11-12	Fair
13-14	Good
14-17	Very Good
17-18	A Superb Prospect!

