

Identifying Donors Worksheet



Hot

Hot prospects are people who already love and support your mission. Think board members, current donors, etc.

Large empty rectangular box for listing hot prospects.

Medium

Medium prospects like your mission, but maybe haven't donated yet. Think non-donor newsletter subscribers or non-donor event attendees.

Large empty rectangular box for listing medium prospects.

Cold

Cold prospects might not be aware of your mission. These are individuals you don't know or have a strong connection to.

Large empty rectangular box for listing cold prospects.



Spend the least amount of time and energy on cold prospects. Instead, make the most of your time by building stronger relationships with your hot and medium prospects. Hot and medium donors are the ones that will support your mission in the long run!