

## Donor Development Strategy Table

This table brings together the giving potential from the Mosaic demographic data and Donor Assessment Model to provide strategies for developing an agency's existing Donor List.

Actionable Donor Development Strategies Table									
FV Score		Prospect	InKind	Platinum	Gold	Silver	Bronze	Totals	
Giving Potential	High	Donor Count	579	2,126	53	0	349	1,917	5,024
	3	High Giving Potential	High Potential for Major Donations & Conversion to Gold or Platinum	Highly Committed Donors: High Potential for Significantly Larger Donations	Infrequent Donors: High Financial Potential for Larger Donations & to Convert to Platinum	Frequent Donors: Potential for Larger Donations & to Convert to Platinum	Infrequent Donors but Very High Potential for Larger Donations & to Convert to Platinum	73.76%	
	Donor Count	97	622	2	0	52	475	1,248	
Giving Potential	2	Modest Giving Potential	Modest Potential for Donations & Conversion to Bronze or Silver	Highly Committed Donors: Modest Potential for Increased Giving	Infrequent Donors: Modest Potential for Increased Giving	Frequent Donors: Modest Potential for Increased Giving	Infrequent Donors: Modest Potential for Increased Giving but Potential for More Frequent Giving	18.32%	
	Donor Count	33	317	0	0	14	175	539	
Low	1	Low Giving Potential	Low Potential for Conversion--Low Financial Capacity	Highly Committed Donors: Low Potential for Increased Giving Due to Lower Financial Resources	Infrequent Donors: Low Potential for Increased Giving Due to Lower Financial Resources	Frequent Donors: Low Potential for Increased Giving Due to Lower Financial Resources	Infrequent Donors: Low Potential for Increased Giving but Potential to Convert to More Frequent Giving	7.91%	
Totals		709	3,065	55	0	415	2,567	6,811	