

Personal Ask Work Sheet

Fundraising Approaches	Donor Capacity	Personal Asks	How Many	Average Amount	Total Expected	Cost	Net Expected	Lead	Who Helps	Notes
New Prospects										
New Donors	<100									
	<250	Maybe								
	>250	Yes								
Renewing Donors	<100									
	<250	Maybe								
	>250	Yes								
Recover Lapsed Donors	<100									
	<250	Maybe								
	>250	Yes								
Grassroots Members	<100									
	<250	Maybe								
	>250 (Usually N/A)	Yes								