

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 | | | | | | | | |