

Donor Activity Matrix

Fundraising Approaches	Donor Capacity	Direct Mail	Phone Bank	Email Appeals	Personal Asks	Peer to Peer: Personal Campaign Pages	Gala Events	Proposals	Convert to Sustainers	Canvass	Frequency of touches
New Prospects		Maybe	Maybe	Maybe		Yes	Yes			Yes	Once or Twice
New Donors	<100	Yes	Yes	Yes			Yes	Yes		Yes	Twice
	<250	Yes	Yes	Yes	Maybe		Yes				Twice
	>250				Yes		Yes				Twice
Renewing Donors	<100	Yes	Yes	Yes			Yes		Yes	Yes	Annually
	<250	Yes	Yes	Yes	Maybe		Yes		Yes	Maybe	Semi Annually
	>250				Yes		Yes	Yes	Yes		Quarterly
Recover Lapsed Donors	<100	Yes	Yes	Yes							Annually
	<250	Yes	Yes	Yes	Maybe		Maybe				Annually
	>250				Yes		Yes	Yes			Annually
Grassroots Members	<100	Yes	Yes	Yes		Yes	Yes		Yes	Yes	Monthly
	<250	Yes	Yes	Yes	Maybe	Yes	Yes		Yes	Yes	Monthly
	>250 (Usually N/A)				Yes	Yes	Yes	Yes	Yes		Monthly
Foundations					Yes		Yes	Yes			Quarterly