

Prospect Portfolio Evaluation Methodology

I. MGI Percentile 90th, 80th, 70th

Keep If –

1. Giving to account development officers supports is at least 40% and/or \$25K
 2. Activity in last six months
 3. Last gifts was in last three years (calendar days)
 4. Philanthropic Affinity = Most Likely, Likely, or Inclined
- To recommend keep all four must be met. If all four are not met recommend review by development officer.

Review If –

1. Giving to account development officers supports is less than 40% and/or \$25K.
 2. Last activity is over six months old
 3. Last gift to account development officer supports is over three years old (calendar days)
 4. Stage Flag = Update Needed
 5. Prospect Classification = “Annual Giving Prospect”, “Special Giving Prospect”, “Pipeline Prospect”, or “Not a Prospect”
 6. Philanthropic Affinity = Unlikely or Not Likely
 7. Last Encounter was with physician/area that D.O. does not support.
- When recommending review note the reason for review. i.e. Activity, %, last gift, see notes key on page 6.

Remove If – Only prospects who have been managed for at least six months can be recommended for removal. If the prospect has not has been managed for at least six months recommend review.

If prospect has an active/open proposal prospect cannot be recommended for removal. If there is an active/open proposal, and needed, recommend for review with notes.

1. No giving to account development officers supports in last five years (calendar days)
 2. No activity in the last year
 3. Giving to account development officers supports is less than 5% and/or \$5K
 4. Philanthropic Affinity = Unlikely or Not Likely
 5. Last five encounters have been with physician/area that D.O. does not support. (Only for Med Dev. DOs)
- To recommend remove all four must be met. If all four are not met recommend review by development officer. When recommending remove note the reason for remove. i.e. Activity, %, last gift, see notes key on page 6.

II. MGI Percentile 60th , 50th

Keep If –

1. Giving to account development officers supports is at least 50% and/or \$25K
 2. Rating of \$500K+
 3. Activity in last six months
 4. Last gifts was in last two years (calendar days)
 5. Philanthropic Affinity = Most Likely, Likely, or Inclined
- To recommend keep four of five must be met. If at least four are not met recommend review by development officer.

Review If –

1. Giving to account development officers supports is less than 50% and/or \$25K
 2. Rating is less than \$500K
 3. Last activity is over six months old
 4. Last gift to account development officer supports is over two years old (calendar days)
 5. Stage Flag = Update Needed
 6. Prospect Classification = “Annual Giving Prospect”, “Special Giving Prospect”, “Pipeline Prospect”, or “Not a Prospect”
 7. Philanthropic Affinity = Unlikely or Not Likely
 8. Last Encounter was with physician/area that D.O. does not support.
- When recommending review note the reason for review. i.e. Activity, %, last gift, see notes key on page 6.

Remove If – Only prospects who have been managed for at least six months can be recommended for removal. If the prospect has not has been managed for at least six months recommend review.

If prospect has an active/open proposal prospect cannot be recommended for removal. If there is an active/open proposal, and needed, recommend for review with notes.

1. No giving to account development officers supports in last five years (calendar days)
 2. No contact in last year
 3. Giving to account development officers supports is less than 10% and/or \$10K
 4. Rating is less than \$500K
 5. Philanthropic Affinity = Unlikely or Not Likely
 6. Last five encounters have been with physician/area that D.O. does not support. (Only for Med Dev. DOs)
- To recommend remove five of six must be met. If five are not met recommend review by development officer. When recommending remove note the reason for remove. i.e. Activity, %, last gift, see notes key on page 6.

III. MGI Percentile 40th, 30th

Keep If –

1. Giving to account development officers supports is at least 65% and/or \$25K.
 2. Rating of \$1.0M+
 3. Activity in last six months
 4. Last gifts was in last year (calendar days)
 5. Philanthropic Affinity = Most Likely or Likely
- To recommend keep all five must be met. If all five are not met recommend review by development officer.

Review If –

1. Giving to account development officers supports is less than 65% and/or \$25K.
 2. Rating is less than \$1.0M
 3. Last activity is over six months old
 4. Last gift to account development officer supports is over a year old
 5. Stage Flag = Update Needed
 6. Prospect Classification = “Annual Giving Prospect”, “Special Giving Prospect”, “Pipeline Prospect”, or “Not a Prospect”
 7. Philanthropic Affinity = Inclined, Unlikely, or Not Likely
 8. Last Encounter was with physician/area that D.O. does not support.
- When recommending review note the reason for review. i.e. Activity, %, last gift, see notes key on page 6.

Remove If – Only prospects who have been managed for at least six months can be recommended for removal. If the prospect not has been managed for at least six months recommend review.

If prospect has an active/open proposal prospect cannot be recommended for removal. If there is an active/open proposal, and needed, recommend for review with notes.

1. No giving to account development officers supports in last three years (calendar days)
 2. No contact in last year
 3. Giving to account development officers supports is less than 15% and/or \$15K
 4. Rating is less than \$1.0M
 5. Philanthropic Affinity = Unlikely or Not Likely
 6. Last five encounters have been with physician/area that D.O. does not support. (Only for Med Dev. DOs)
- To recommend remove four of six must be met. If four of six are not met recommend review by development officer. When recommending remove note the reason for remove. i.e. Activity, %, last gift, see notes key on page 6.

IV. MGI Percentile 20th, 10th, Less than 10th

Keep If –

1. Giving to account development officers supports is at least 75% and/or \$25K.
 2. Rating of \$2.5M+
 3. Activity in last six months
 4. Last gifts was in last year (calendar days)
 5. Philanthropic Affinity = Most Likely or Likely
- To recommend keep all five must be met. If all five are not met recommend review by development officer.

Review If –

1. Giving to account development officers supports is less than 75% and/or \$25K.
 2. Rating is less than \$2.5M
 3. Last activity is over six months old
 4. Last gift to account development officer supports is over a year old
 5. Stage Flag = Update Needed
 6. Prospect Classification = “Annual Giving Prospect”, “Special Giving Prospect”, “Pipeline Prospect”, or “Not a Prospect”
 7. Philanthropic Affinity = Inclined, Unlikely, or Not Likely
 8. Last Encounter was with physician/area that D.O. does not support.
- When recommending review note the reason for review. i.e. Activity, %, last gift, see notes key on page 6.

Remove If – Only prospects who have been managed for at least six months can be recommended for removal. If the prospect not has been managed for at least six months recommend review.

If prospect has an active/open proposal prospect cannot be recommended for removal. If there is an active/open proposal, and needed, recommend for review with notes.

1. No giving to account development officer supports in last two years (calendar days)
 2. No contact in last year
 3. Giving to account development officers supports is less than 20% and/or \$20K.
 4. Rating is less than \$1.0M
 5. Philanthropic Affinity = Unlikely or Not Likely
 6. Last five encounters have been with physician/area that D.O. does not support. (Only for Med Dev. DOs)
- To recommend remove four of six must be met. . If four of six are not met recommend review by development officer. When recommending remove note the reason for remove. i.e. Activity, %, last gift, see notes key on page 6.

V. Organizations (All organizations are reviewed)

Keep If –

1. Giving to account development officers supports is at least 40% and/or \$25K.
 2. Last gifts was in last three years (calendar days)
- To recommend keep both must be met. If both are not met recommend review by development officer.

Review If –

1. Giving to account development officers supports is less than 40% and/or \$25K.
 2. Last activity is over a year old for Family Foundations
 - a. Activity with professional foundations and corporations are not part of the portfolio evaluation.
 3. Last gift to account development officer supports is over three years old (calendar days)
 4. Stage Flag = Update Needed
 5. Prospect Classification = “Annual Giving Prospect”, “Special Giving Prospect”, “Pipeline Prospect”, or “Not a Prospect”
- When recommending review note the reason for review. i.e. Activity, %, last gift, see notes key on page 6.

Remove If – Only organizations who have been managed for at least a year can be recommended for removal. If the prospect not has been managed for at least a year recommend review.

If prospect has an active/open proposal prospect cannot be recommended for removal. If there is an active/open proposal, and needed, recommend for review with notes.

1. Giving to account development officers supports is less than 10% and/or \$15K
 2. Last gift is over five years old
- To recommend remove both must be met. If both are not met recommend review by development officer. When recommending remove note the reason for remove. i.e. Activity, %, last gift, see notes key on page 6.

Message and Notes Key –

Forward this message to the development office once the portfolio evaluation phase is complete.

Hi **(Development Officer/team Name(s))**,

Please find attached your portfolio for our meeting on **(Day and Date of Meeting)**. As you will see, I have made evaluation recommendations in Column A. In Column B (Notes), I've made notations regarding these recommendations. A definition key to these notations is below.

In preparation for our meeting please send me any items you would like to discuss in more details by **(Day, Date)**.

During our meeting, we will primarily focus on the items you have highlighted for deeper review and conversation.

Best,

Definition Key

1. **Activity** = no activity in last six months
2. **%** = percentage of total giving to **(Development Officer Specific)** accounts is below a specific threshold.
 - o 90th, 80th, and 70th – 40% and/or \$25K to **(Development Officer Specific)** accounts
 - o 60th, and 50th – 50% and/or \$25K to **(Development Officer Specific)** accounts
 - o 40th and 30th – 65% and/or \$25K to **(Development Officer Specific)** accounts
 - o 20th, 10th, and Less than 10th – 75% and/or \$25K to **(Development Officer Specific)** accounts
3. **Last Gift** = No gift in a specific time frame
 - Thresholds are as follows:
 - a. 90th, 80th, and 70th – No gift in last three years
 - b. 60th, and 50th – No gift in last two years
 - c. 40th and 30th – No gift in last year
 - d. 20th, 10th, and Less than 10th – No gift in last year
4. **Rating** = If rating is below a certain threshold
 - a. 60th, and 50th – Below \$500K
 - b. 40th and 30th – Below \$1.0M
 - c. 20th, 10th, and Less than 10th – Below \$2.5M
5. **PA** = Philanthropic Affinity Score
 - a. 90th, 80th, and 70th – Unlikely or Not Likely Philanthropic Affinity Score
 - b. 60th, and 50th – Unlikely or Not Likely Philanthropic Affinity Score
 - c. 40th and 30th – Inclined, Unlikely, or Not Likely
 - d. 20th, 10th, and Less than 10th – Inclined, Unlikely, or Not Likely
6. **Stage Flag** = As per Portfolio Evaluation Report Prospect stage equals “Update Needed”, See Portfolio Evaluation Logic User Guide for details on stage classification.
7. **Classification** = Current prospect classification is “Annual Giving Prospect”, “Special Giving Prospect”, “Pipeline Prospect”, or “Not a Prospect”
8. **Encounter** = Last Encounter was with physician/area that D.O. does not support, or last five have been with physician/area D.O. does not support.