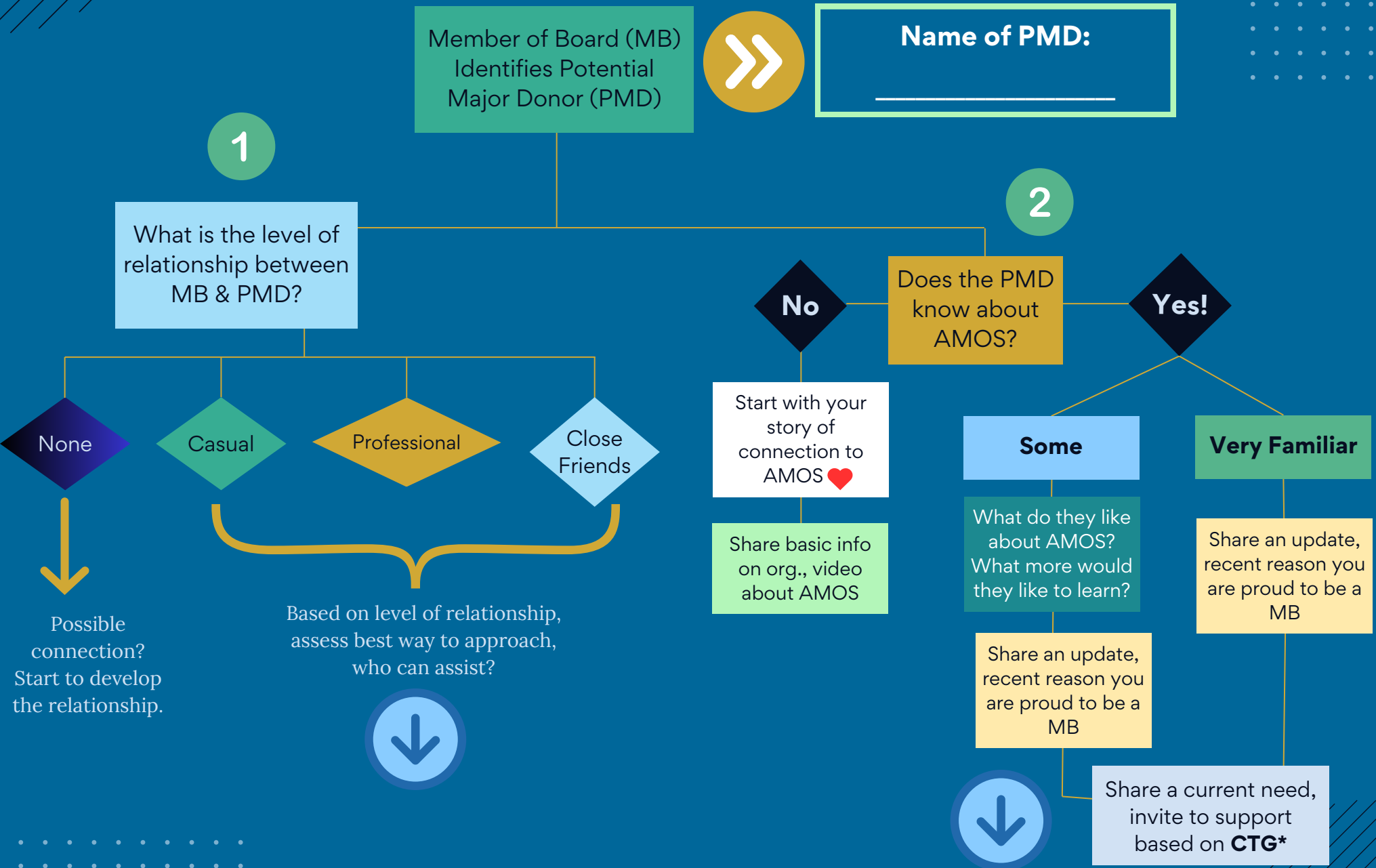


Major Donor Outreach DECISION TREE



Major Donor Outreach DECISION TREE



Member of Board (MB)
Identifies Potential
Major Donor (PMD)

Name of PMD:

3

What is the PMD
capacity to give
(CTG)?

4

Invite someone to
assist with the ask?
(to build mutual trust)

Yes!

Other
MB ?

Pastor ?

AMOS Rep ?

Mutual friend?

Most likely with
good to high level
relationship, med. to
high level knowledge
of AMOS, higher
level ask

\$5K -
\$10K

\$20K

\$50K

\$100K +

Not
needed

Most likely with
highest level of
relationship, high level
knowledge of AMOS,
lower level ask