How you earn points

**1 Point:** You made a phone call, sent an email, or used some other messaging service to request a meeting. You didn’t speak with anyone, but you did leave a message specifically about a meeting.

**2 Points:** You spoke with someone on the phone or had some back and forth by email or other messaging service, specifically about a meeting request. Whether you got a meeting or not, give yourself two points for having this conversation.

**3 Points:** You actually have a meeting. You are meeting face-to-face with your donor,

preferably in his or her living room or office.

**4 Points:** You are meeting with one of your top prospects, a Gold Level or Top 20 donor. (See Major Gifts Fundraiser Donor Evaluation for what constitutes a Gold Level Donor)

**5 Points:** You make an ask. You ask your donor to give a gift above and beyond their typical level of giving to your organization.

**6 Points:** You close a gift. Your donor gives a gift above and beyond their typical level of giving to your organization.

Make it your goal to score 100 Points a month. Fundraisers with less than two years of experience should not feel self-conscious about scoring the majority of their points with 1s, 2s, and 3s. After two years you should be scoring more 4s, 5s, and 6s, but still keeping their pipeline full by continuing to score 1s, 2s, and 3s.

Question or comment? Email Major Gifts Fundraiser’s Chief Fundraising Coach Clark Vandeventer at [clark@majorgiftsfundraiser.com](mailto:clark@majorgiftsfundraiser.com). For more fundraising tips, listen to the Major Gifts Fundraiser podcast on your favorite podcast platform. Just search “Major Gifts Fundraiser.”