**“No” versus “Not Now” versus “Not Me”**

**A Guide to Disqualifying Prospects**

**Concept**

The UW has a large pool of alumni and donors who are highly rated but have not been qualified as major gift prospects. These guidelines are designed to support discovery efforts by individual fundraisers.

When a qualification call or visit has been made, and the prospect determined to not be a major gift prospect, we can set them aside without losing track of them completely. There are three main ways to do this:

1. Disqualification (no, never)
2. Deferral (not now)
3. Remove from my Portfolio (not me)

**Assumptions**

While we are in the current campaign period, qualified prospects will be defined as those who are likely to make a major gift during the campaign. In contrast, disqualified prospects will be defined as those who are unlikely to make a major gift during the campaign.

Fundraisers will use their professional skills and judgment to qualify prospects; there won’t be a script. If the contact is highly rated it is expected that more robust attempts and strategies will be used to try and engage the donor.

We favor inclusion rather than exclusion. If capacity or interest is uncertain—or when multiple attempts to contact a donor have been unsuccessful—we will defer rather than disqualify.

Pools of disqualified, deferred and not-qualified donors will be managed and reviewed through a central process in Advance. **Fundraisers will not need to keep their own “holding tanks” of deferred prospects.**

**Guidelines**

Contacts

A personal visit is the preferred vehicle for qualification discussions, but a phone call may be used as necessary due to distance or donor’s inability to meet.

*“Try, try, try again, if at first you don’t succeed.”* Make at least seven separate attempts to contact a prospective donor, over a period up to a year and using different methods (phone at different times of day, email, letter, personal invite to an event, introduction by donor associate, etc.) before deferring due to lack of interest (see below).

Assessment: **“No” versus “Not Now” versus “Not Me”**

Once the fundraiser has engaged the prospect (or has made unsuccessful attempts), he or she determines how to proceed and documents accordingly (see details for each below). There are four likely scenarios:

* 1. **Qualify** as major gift prospect for my unit:Assign me to this prospect
	2. **Qualify but Remove** from my Portfolio: Not me, but maybe someone else in my unit should try someday, or we should keep them in Broad Based Engagement lists. Prospect remain in Unit Prospect List (UPL).
	3. **Defer** this prospect:No, not now, but perhaps in a few years or more. Prospect is temporarily inactivated, but coded for resurfacing
	4. **Disqualify** this prospect: No, probably never—not a prospect for my unit. Remove them as a prospect.Prospect is inactivated either for your unit only, or for all UW units.
1. Qualification:

**Philanthropic priorities:** Confirm that your unit is a philanthropic priority, or could be.

**What happens next?**

* Fundraiser adds or keeps in core.
1. Qualify but Remove from my portfolio:

**Philanthropic priorities:** Confirm that your unit is a philanthropic priority, or could be. However, there are situations where you are not the right fundraiser in your unit to be assigned or the prospect doesn’t need personal cultivation at this time; this prospect should be removed from your portfolio.

**What happens next?**

* This is a simple case of removing a fundraiser assignment. The prospect can be reassigned to another fundraiser in the unit or not. The prospect will still exist in the Unit’s Prospect List (UPL) for future assessment and inclusion in broad-based engagement.
1. Deferral

**Defer for Capacity:** some positive or neutral engagement, but donor is not currently in a stage of life where they could make a major gift. For example:resources tied up with other commitments (schooling, business venture, open pledge, etc.), early in promising career, not ready to increase annual giving. Assets not as robust as they might have appeared, but prospect may become more successful in the future, perhaps due to age. Will revisit in ARRM every 5 years or so, units may choose to do so more frequently.

**Defer for Interest:** some positive or neutral engagement, but donor is focused on other activities (other philanthropy, upset with football coach, younger children, children entering college, etc.). Will revisit in ARRM every 5 years or so, units may choose to do so more frequently.

**What happens next?**

* Prospect record becomes temporarily inactive for your unit or the UW—as designated by the fundraiser who did the qualification visit. Coded for resurfacing so they will not be forgotten
* Remove from fundraiser portfolio, if they were assigned

A note about portfolio management:

Deferred and disqualified prospects may be removed from a fundraiser’s portfolio immediately, with the understanding that contacts already made will be counted in “other contacts” and not “core contacts” once they are moved.

When a fundraiser defers a prospect, they will determine whether A) the prospect will never gift to their unit, but may give elsewhere at the UW or B) the prospect will never give to any unit at the UW.

**Attempted calls and visits:**

Ideally, there would be multiple attempts to contact a donor should happen before giving up. Multiple attempted calls with no return should be a **Defer for Interest**.

If the donor says no to a visit, they shouldn’t be disqualified for interest until you get three or more “no” responses to a visit over time. At that time, they should be a **Defer for Interest or a Disqualify for interest.**

1. Disqualification

**Disqualify for Capacity:** This prospect does not have enough wealth to be a MG prospect now, and is not likely to have capacity in the future. Usually not disqualified like this without at least a phone call or visit.

**Disqualify for Interest:** Will never give to your unit, unless something significant changes in their life. Usually a prospect is not disqualified without a phone call or visit with donor specifically stating “No, I’m not going to donate to you.”

When a fundraiser disqualifies a prospect, they will determine whether A) the prospect will never gift to their unit, but may give elsewhere at the UW or B) the prospect will never give to any unit at the UW.

**What happens next?**

* + Inactivate prospect record for your unit or the UW—as designated by the fundraiser who did the qualification visit.
	+ Remove from portfolio.
	+ If and when something changes in the prospects life (assets dramatically increase, a UW affinity is built, a significant gift is given) they will resurface through traditional means.

A note about portfolio management:

Deferred and disqualified prospects may be removed from a fundraiser’s portfolio immediately, with the understanding that contacts already made will be counted in “other contacts” and not “core contacts” once they are moved.

**DOCUMENTATION**

**File a contact report:** File promptly with reasons for qualification or disqualification as major gift prospect. It is helpful to put the word “qualified” or “disqualified” in the subject line. Be as detailed as possible.

**Code deferral or disqualification:** Send email to **research** with the following information:

Defer for Interest for my unit/the UW

Defer for Capacity for my unit/the UW

Disqualify for Interest for my unit/the UW

Disqualify for Capacity for my unit/the UW

Remove from my portfolio, but leave in my Unit Prospect List (UPL)

Also, provide enough description so that future fundraisers know the circumstances for this classification.