



DONOR AFFINITY RUBRIC

DONOR NAME: _____

	+4	+2	+1	0	-1	SCORE
How often does this donor give to you as compared to the number of times you ask?	More than every time	Every time	Every other time	Other		
As compared to the gift amount you ask for, this donor:		Gives exactly what we ask, which is an increased amount	Gives what they've always given	Gives less		
As compared to general donor database, this donor:		Has (or is trending towards) a higher average lifetime gift value		Has (or is trending towards) a similar average lifetime gift value	Has (or is trending towards) a lower average lifetime gift value	
Keeping in mind proximity, this donor:		Attends every event we invite them to	Attend some events we invite them to	Does not attend any event we invite them to		
This donor:		Opens every e-mail we send them	Opens most of the e-mails we sent them	Does not open our e-mails		

TOTAL: _____ Pts.

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