The following document is a sample from a real campaign directed by Capital Quest. Permission is hereby granted for printing this document for the limited purpose of education and training of board members and community/campaign leaders. It is copyrighted material.

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Since 1992

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Prospect Book

The following two or three pages show a sample "prospect book", coming from a campaign directed by Capital Quest (www.capitalquestinc.com). All a prospect book does is provide a central listing for every prospect and can be used with campaign leaders to review who they know, and what they know about each prospect.

The primary campaign manager should keep one primary "master" book but copies can be made to encourage others to review it (although the information contained in it is VERY confidential and you should be careful who has access to it). Given the number of prospects in a campaign, you might find that the book needs to be put into a binder and there may be 75 – 100 or more pages.

Additionally, put your donors into the book as well. Let people reviewing the book know who else has given and use it to build momentum.

PROSPECT	***RATING***	***COMMENTS/SOLICITORS***
Name Niagara Falls, NY		
**********	**********	**********
Name Niagara Falls, NY		
**********	**********	**********
Name Niagara Falls, NY		
**********	**********	**********
Name Niagara Falls, NY		GIFT
**********	**********	**********
Name N Tonawanda, NY		
**********	**********	**********
Name Wilson, NY		
**********	**********	**********
Name N Tonawanda, NY		
**********	**********	**********
Name Lewiston, NY		
**********	**********	**********
Name N. Tonawanda, NY		
**********	**********	**********
Name Niagara Falls, NY		
**********	**********	**********
Name Lockport, NY		
**********	**********	**********

PROSPECT	***RATING***	***COMMENTS/SOLICITORS***
Name Youngstown, NY		
**********	**********	**********
Name Lockport, NY		
**********	**********	**********
Name Lewiston, NY		
**********	**********	**********
Name Buffalo, NY		
**********	**********	**********
Name Lockport, NY		
**********	**********	**********
Name Ransomville, NY		
**********	**********	**********
Name Lockport, NY		GIFT
**********	**********	**********
Name Niagara Falls, NY		
**********	**********	**********
Name North Tonawanda, NY		
**********	**********	**********
Name Lockport, NY		
**********	**********	**********
Name Lockport, NY		
**********	**********	**********

PROSPECT	***RATING***	***COMMENTS/SOLICITORS***
**********	**********	**********
**********	**********	**********
**********	**********	**********
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