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**Capital Quest, Inc.  
Consultants Serving Philanthropy Nationally  
Since 1992**

**800-263-1976**

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# Major Gift Identification Form

The following is a simple one page form posted by Capital Quest ([www.capitalquestinc.com](http://www.capitalquestinc.com)) that can be distributed to board members, friends, community leaders and others to help an organization identify prospects capable of making significant gifts. The key to this form is its simplicity ... you are just looking for names and basic information for additional research – not a complete biography on every possible donor.

## Major Gift Prospect Identification

This form should be used to identify potential donors – corporations, civic groups, foundations, individuals or others - who you feel have the CAPABILITY (not necessarily the willingness) to make a gift to the capital campaign in the amount of \$100,000 (\$20,000 per year for five years) or more. We'd rather error on the side of suspecting that someone has greater capability than they do. In all cases, additional research will be conducted to verify request levels and other information.

At this time, our priority is identifying prospective major donors and, over the course of the campaign, we'll also identify the appropriate solicitation technique.

**YOUR NAME** \_\_\_\_\_

Prospect Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email: \_\_\_\_\_

**Why do you think this prospect might be a donor to The new hospital campaign?  
(Example: strong history of giving to community causes, past major gifts, had a  
relative/friend with good thoughts about the hospital, personal friend of yours, etc.)**

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**Do You Know This Potential Prospect Well Enough to Call and Get a Face-to-Face  
Appointment to Talk about the Capital Campaign? Yes \_\_\_\_\_ No \_\_\_\_\_**

Comments: \_\_\_\_\_

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