PowerBase Donor Activity Matrix

Fundraising Approaches	Donor Capacity	Direct Mail	Phone Bank	Email Appeals	Personal Asks	Peer to Peer: Personal Campaign Pages	Gala Events	Proposals	Convert to Sustainers	Frequency of touches
New Prospects		Maybe	Maybe	Maybe		Yes	Yes			Once or Twice
New Donors	<100	Yes	Yes	Yes			Yes	Yes		Twice
New Donors	<250	Yes	Yes	Yes	Maybe		Yes			Twice
New Donors	>250				Yes		Yes			Twice
Renewing Donors	<100	Yes	Yes	Yes			Yes		Yes	Annually
Renewing Donors	<250	Yes	Yes	Yes	Maybe		Yes		Yes	Semi Annually
Renewing Donors	>250				Yes		Yes	Yes	Yes	Quarterly
Recover Lapsed Donors	<100	Yes	Yes	Yes						Annually
Recover Lapsed Donors	<250	Yes	Yes	Yes	Maybe		Maybe			Annually
Recover Lapsed Donors	>250				Yes		Yes	Yes		Annually
Grassroots Members	<100	Yes	Yes	Yes		Yes	Yes		Yes	Monthly
Grassroots Members	<250	Yes	Yes	Yes	Maybe	Yes	Yes		Yes	Monthly
Grassroots Members	>250 (Usually N/A)				Yes	Yes	Yes	Yes	Yes	Monthly
Foundations					Yes		Yes	Yes		Quarterly