

Handout

SANFORD
INSTITUTE of
PHILANTHROPY™

National University System

M·A·D·D·E·N

Prospect Qualification Worksheet

QUALIFYING YOUR PROSPECTS

	Top Prospect	MADDEN? (Circle)	Classification	Referral Source	Strategy for Securing Information
1		M A D D E N			
2		M A D D E N			
3		M A D D E N			
4		M A D D E N			
5		M A D D E N			
6		M A D D E N			
7		M A D D E N			
8		M A D D E N			
9		M A D D E N			
10		M A D D E N			
11		M A D D E N			
12		M A D D E N			

Key:

M = Money
A = Approachable
D = Desire
D = Decision Maker
E = Emotion
N = Need

Class A = 5+ MADDEN Qualifiers
Class B = 3-4 MADDEN Qualifiers
Class C = 1-2 MADDEN Qualifiers