

**Use the Red, Orange, and Green approach to group your people by momentum. Here's the approach:**

- a. Group the donor prospects in Green, Orange, and Red. Your goal is to form a list of 200 people that you will focus on invest a disproportionate amount of time, energy, and effort.
- b. Green is high to moderate capacity to give and high likelihood of giving significantly when asked and presented an opportunity/plan.
- c. Orange is High or questionable capacity, perhaps you aren't sure of their giving potential but know they will require cultivation, multiple meetings, perhaps personal engagement, and a solid plan for impact.
- d. Red is clearly High capacity, but very far removed relationally, hard to reach or even connect with through others. These people will likely take the most prayer, miracles, or help from others.

Everyone else that you don't really have a feel for their capacity (either because you don't know them or their giving history) simply group outside of the above three categories.