



100%	90%	80%	70%	60%
EXAMPLES: YOURSELF, PROJECT TEAM MEMBERS, IMMEDIATE FAMILY, CLOSEST FRIENDS, YOUR COMMUNITY SUPPORTERS	EXAMPLES: FRIEND NETWORK, EXTENDED FAMILY, COLLEAGUES, THOSE THAT DIRECTLY BENEFIT FROM THE PROJECT	EXAMPLES: PARENTS ASSOCIATION, RESIDENTS ASSOCIATIONS, LOCAL 'FRIENDS OF' GROUPS	EXAMPLES: LOCAL PRESS, SMALL LOCAL BUSINESSES, FACEBOOK GROUPS	EXAMPLES: MEDIUM LOCAL BUSINESSES, SMALL COMMUNITY GRANTS
50%	40%	30%	20%	10%
EXAMPLES: LOCAL CELEBRITIES, LARGE LOCAL BUSINESSES, THE LOCAL COUNCIL	EXAMPLE: LOCAL ONLINE COMMUNITY	EXAMPLES: BIG GRANT BODIES, CORPORATIONS	EXAMPLE: NATIONAL PRESS	EXAMPLE: A-LIST CELEBRITIES WITH A CONNECTION TO THE AREA OR YOUR IDEA

The people on this list could be anyone: your community supporters, friends, family, local and national newspapers, local businesses, corporates, large grant bodies, council community funds, social groups, schools, online groups, local bloggers and celebrities! They might be interested in pledging to or supporting your campaign by donating their time, skills, or promoting it.

The likelihood, estimated as a percentage, is what determines the order you should approach them in your campaign. Start with the people who are most likely to pledge (100%, 90%) and then move on to the next levels until you've exhausted every potential backer on your list.