

USING CAMPAIGN GIFT MODELS

Many non-profits treat Campaign Gift Models as perfunctory exercises, constructed before the real business of raising money gets underway. But when thoughtfully developed and periodically reviewed, a Campaign Gift Model can be an indispensable tool in both planning and assessing the progress of major fundraising campaigns.

The following list highlights areas that model metrics can help design a campaign and measure results. The terms in bold italics represent column headings in the Campaign Gift Model illustrated below.

Prospective Donors: Projects the number of *prospects required* as compared to current *prospects identified* within suggested dollar "target" ranges.

Campaign Feasibility: Gains a preliminary assessment of a campaign's potential success based on *projected dollars* from current *prospects identified*.

Campaign Phasing: Can help gauge phasing of a campaign based on number of *prospects required* to meet sequential dollar goal objectives; for example: silent, leadership, major and general gift solicitation phases.

Campaign Materials: Helps to estimate the number and nature of printed materials and visual presentations required during each phase of the campaign based on number of *prospects required* to be engaged.

Campaign Volunteers: Can be used to estimate the number and capability of volunteers to engage in personal contact with *prospects required* in each phase of the campaign.

"Naming" Opportunities: Assists in identifying specific opportunities, based on *donors required* within indicated top *gift ranges*, to "name" major facilities and features of project(s) to be funded through the campaign.

Campaign Honor Roll: Can help determine categories of donors to be honored within selected *gift ranges* at the conclusion of the campaign.

Campaign Staff and Budget: Aids in projecting fundraising staff and allocating budgeted resources to each campaign phase based on reasonable expectations for cost/result fundraising effectiveness.

Campaign Mid-Course Evaluations: Provides guidelines for assessing campaign progress for possible mid-course corrections when comparing Campaign Gift Model projections to campaign results to date.

10 MILLION CAMPAIGN GIFT MODEL				CURRENT PROSPECTS	
GIFT RANGES	DONORS REQUIRED	PROSPECTS REQUIRED	DOLLARS	PROSPECTS IDENTIFIED	PROJECTED DOLLARS
\$2 million +	1	2	\$2,000,000		
\$1 million +	2	4	\$2,000,000		
\$500,000 +	2	4	\$1,000,000		
\$250,000 +	4	8	\$1,000,000		
\$100,000 +	10	30	\$1,000,000		
\$50,000 +	20	60	\$1,000,000		
\$25,000 +	40	120	\$1,000,000		
\$10,000 +	50	150	\$500,000		
Less than \$10,000	many	many	\$500,000		
Total	129+	378+	\$10,000,000		

An organization can fill out the last two columns -- **Prospects Identified** and **Projected Dollars** –based on its retained donor data base and knowledge of potential donors, particularly at the highest projected gift ranges or results from a Campaign Feasibility Study. Given these projections, an organization can get an early assessment of campaign potential and decide on next steps