

\$11 MILLION CAMPAIGN GIFT MODEL

GIFT LEVEL	DONORS REQUIRED	PROSPECTS NEEDED	DOLLARS REQUIRED	PERCENT OF GOAL		PROSPECTS IDENTIFIED	POTENTIAL GIFTS IDENTIFIED	SECURED DONORS/GIFTS
\$ 2 Million +	1	2	\$2.0 Million	18%				
\$ 1Million +	2	4	\$2.0 Million	18%				
\$ 500,000 +	4	12	\$2.0 Million	18%				
\$ 100,000 +	15	45	\$1.5Million	14%				
\$ 50,000 +	20	60	\$1.0 Million	9%				
\$ 25,000 +	60	180	\$ 1.0Million	9%				
\$ 10,000 +	100	300	\$1.0 Million	9%				
Less than \$10,000	Many	Many	\$ 500,000	5%				
TOTAL	202+	433 +	\$11 Million	100%				

This Gift Model has been formulated based on nationally recognized fundraising principles and capital fundraising experiences, and is intended as a planning guide only, and not intended to predict an actual array of final gift results.

This Gift Model will also require refinement based on ongoing evaluation of potential donors and secured gift commitments.

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