

## GIFT MODELS

### \$1 MILLION CAMPAIGN GIFT MODEL

Contribution Range	Potential Donors	Required Donors	% Total: Donors	Total Dollars	% Total: Dollars
\$100,000 and above	2	1	1%	\$100,000	10%
\$50,000 to \$99,999	15	5	5%	\$300,000	30%
\$25,000 to \$49,999	24	8	9%	\$200,000	20%
\$10,000 to \$24,999	54	18	19%	\$200,000	20%
\$5,000 to \$9,999	36	12	13%	\$100,000	10%
\$1,000 to \$4,999	150	50	53%	\$50,000	5%
Less than \$1,000	<u>many</u>	<u>many</u>	<u>n/a</u>	<u>\$50,000</u>	<u>5%</u>
<b>TOTALS:</b>	<u><b>281+</b></u>	<u><b>94+</b></u>	<u><b>100%</b></u>	<u><b>\$1,000,000</b></u>	<u><b>100%</b></u>

### \$2 MILLION CAMPAIGN GIFT MODEL

Contribution Range	Potential Donors	Required Donors	% Total: Donors	Total Dollars	% Total: Dollars
\$200,000 and above	2	1	1%	\$200,000	10%
\$100,000 to \$199,999	8	4	3%	\$400,000	20%
\$50,000 to \$99,999	18	6	5%	\$400,000	20%
\$25,000 to \$49,999	45	15	12.5%	\$400,000	20%
\$10,000 to \$24,999	120	40	33%	\$400,000	20%
\$5,000 to \$9,999	45	15	12.5%	\$120,000	6%
\$1,000 to \$4,999	120	40	33%	\$40,000	2%
Less than \$1,000	<u>many</u>	<u>many</u>	<u>n/a</u>	<u>\$40,000</u>	<u>2%</u>
<b>TOTALS:</b>	<u><b>358+</b></u>	<u><b>121+</b></u>	<u><b>100%</b></u>	<u><b>\$2,000,000</b></u>	<u><b>100%</b></u>

### \$5 MILLION CAMPAIGN GIFT MODEL

Contribution Range	Potential Donors	Required Donors	% Total: Donors	Total Dollars	% Total: Dollars
\$500,000 and above	2	1	1%	\$500,000	10%
\$250,000 to \$499,999	15	5	5%	\$1,250,000	25%
\$100,000 to \$249,999	39	13	14%	\$1,250,000	25%
\$50,000 to \$99,999	30	10	10%	\$1,000,000	20%
\$25,000 to \$49,999	36	12	13%	\$500,000	10%
\$10,000 to \$24,999	75	25	26%	\$250,000	5%
\$5,000 to \$9,999	90	30	31%	\$150,000	3%
Less than \$5,000	<u>many</u>	<u>many</u>	<u>n/a</u>	<u>\$100,000</u>	<u>2%</u>
<b>TOTALS:</b>	<b><u>287+</u></b>	<b><u>96+</u></b>	<b><u>100%</u></b>	<b><u>\$5,000,000</u></b>	<b><u>100%</u></b>

### \$10 MILLION CAMPAIGN GIFT MODEL

Contribution Range	Potential Donors	Required Donors	% Total: Donors	Total Dollars	% Total: Dollars
\$1,000,000 and above	3	1	1%	\$1,000,000	10%
\$500,000 to \$999,999	9	3	2%	\$1,500,000	25%
\$250,000 to \$499,999	15	5	3%	\$1,500,000	22%
\$100,000 to \$249,999	45	15	9%	\$2,500,000	20%
\$50,000 to \$99,999	100	25	15%	\$1,250,000	8%
\$25,000 to \$49,999	160	40	24%	\$1,000,000	5%
\$10,000 to \$24,999	300	75	46%	\$750,000	5%
Less than \$10,000	<u>many</u>	<u>many</u>	<u>n/a</u>	<u>\$500,000</u>	<u>5%</u>
<b>TOTALS:</b>	<b><u>632+</u></b>	<b><u>164+</u></b>	<b><u>100%</u></b>	<b><u>\$10,000,000</u></b>	<b><u>100%</u></b>

These Gift Models have 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.

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