

\$35 MILLION GIFT MODEL

GIFT LEVEL	POTENTIAL DONORS	REQUIRED DONORS	TOTAL DOLLARS	% TOTAL GOAL	CUMULATIVE TOTAL
\$10,000,000	2	1	\$10,000,000	29%	\$10,000,000
\$5,000,000	2	1	\$5,000,000	14%	\$15,000,000
\$2,500,000	4	2	\$5,000,000	14%	\$20,000,000
\$1,000,000	8	4	\$4,000,000	11%	\$24,000,000
\$500,000	12	6	\$3,000,000	9%	\$27,000,000
\$250,000	20	10	\$2,500,000	7%	\$29,500,000
\$100,000	45	15	\$1,500,000	4%	\$31,000,000
\$50,000	120	40	\$2,000,000	6%	\$33,000,000
\$10,000	50	100	\$1,000,000	3%	\$34,000,000
Less than \$10,000	Many	Many	\$1,000,000	3%	\$35,000,000
TOTAL	363 +	179 +	\$35,000,000	100%	

Note: This gift model is based on the following assumptions:

1. Ratio of 2:1 at the \$250,000 level and above
2. Ratio of 3:1 at the \$100,000 and below levels

This Campaign Gift Model is intended as a planning guide only and is not intended to predict an actual array of final gift results.

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