FOCUS ON THE "RIGHT" ASK AMOUNTS: EXAMPLE GIFT RANGE CHART $25,000

Gift range $	# of Gifts	# of prospects	$ per range
$5,000	1	3 (3:1)	$ 5,000
$3,000	3	9 (3:1)	$ 9,000
$1,000	6	18 (3:1)	$ 6,000
20% of donors	***10***	***80% of goal***	***$20,000***
$ 250	8	16 (2:1)	$ 2,000
$ 100	17	34 (2:1)	$ 1,700
$ 50	26	52 (2:1)	$ 1,300
80% of donors	***51***	***20% of goal***	***$5,000***