

Exercise: Gift Range Chart

Type of Campaign: ☐ Annual ☐ Capital ☐ Special _____

Total goal: \$ _____ (1)

Gift range in \$	Number of gifts	Number of prospects	\$ per range
\$ (2)	1 gift	_____ (3:1)	\$
\$(3)		_____ (3:1)	\$
\$		_____ (3:1)	\$
\$		_____ (3:1)	\$
	<i>20% of donors – Annual 10% of donors – Capital</i>		<i>80% of goal – Annual 90% of goal – Capital</i>
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$ (4)		_____ (2:1)	\$
	<i>80% of donors – Annual 90% of donors – Capital</i>		<i>20% of goal – Annual 10% of goal – Capital</i>

1. Start here. A gift chart must start with a real number. This number represents the total charitable gifts you are preparing to raise in your plan. This number is generally found in the board approved budget.
2. This number represents the largest gift to the campaign/year of funding. It should be a “stretch” beyond any gift the organization has received before but is a realistic request. It can come from individuals, corporations, foundations, civic groups. There will only be one of these gifts. If there are more, than your gift amount is not enough of a stretch.
3. This number represents the current largest gift(s) that your organization has secured in the recent past. You have a few of these gifts already and you can expect more in the future.
4. This number represents the average entry level gift in an annual funding campaign OR the smallest gift you want to have a strategy for securing in a capital project. (In a capital campaign the amount is usually no less than \$100 and in annual campaigns the amount is usually no less than \$25). There will be the most number of these gifts.

Note: You may need more or less rows to complete your gift chart. The number of rows you have depends on how your typical breakout of gift range numbers occur in your organization