

WORKSHEET: GIFT RANGE CHART

TYPE OF CAMPAIGN: Annual Capital Special

TOTAL GOAL: \$ _____

GIFT RANGE IN \$	# OF GIFTS	# OF PROSPECTS	\$ PER RANGE
\$*		_____ (3:1)	\$
\$		_____ (3:1)	\$
\$**		_____ (3:1)	\$
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$***		_____ (2:1)	\$
20% of Donors – Annual 10% of Donors – Capital		80% of Goal – Annual 90% of Goal – Capital	
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$		_____ (2:1)	\$
\$****		20% of Goal – Annual 10% of Goal – Capital	

* This number represents a stretch but realistic gift that you can ask for. It can come from individuals, corporations, foundations, government.

** This number represents the current top gift(s) in your organization.

*** This number represents your lowest gift of a major gift (usually between \$500 and \$100).

**** This number represents your entry-level gifts.