

CAPITAL or ENDOWMENT CAMPAIGN TABLE of MAJOR GIFTS --- \$3,000,000 Goal

- CONTRIBUTIONS REQUIRED & CONTRIBUTIONS RECEIVED
- PROSPECTS REQUIRED & PROSPECTS IDENTIFIED and RATED
- RESULTS to DATE

Number of Gifts		Desired Gift Range	Cumulative Goal	Commitments Made to Date	Balance To be Raised	Required Prospects	Actual Rated Prospects
Required	Received						
2	---	500,000	\$1,000,000	-----	\$1,000,000	8	-----
2	---	250,000	500,000	-----	500,000	8	-----
8	---	100,000	800,000	-----	800,000	30	-----
8	---	50,000	400,000	-----	400,000	34	-----
10	---	25,000	250,000	-----	250,000	40	-----
16	---	<u>under 25,000</u>	<u>50,000</u>	-----	<u>50,000</u>	65	-----
<u>46</u>	<u>---</u>		<u>\$3,000,000</u>	<u>\$-----</u>	<u>\$3,000,000</u>	<u>185</u>	<u>-----</u>

How this table is developed:

1. Goal set according to documented and justified need. Initially the “target” goal until the resources indicate that it is the final goal.
2. As such campaigns must be major giver campaigns, the gift table must reflect desired and projected numbers only in that way.
3. Viable prospects are identified to know that the potential is within reach. Must have about four prospects for each desired gift.
4. As contributions are committed, the “gifts received” and the “commitments to date” columns are adjusted accordingly.

As this is a valuable on-going progress and projection tool, you always must be alert to how the numbers change which could dramatically affect the campaign’s outcome, especially the number of continuing available prospects and their giving potential relative to the balance of the money yet to be raised from those sources.

