

## \$16 MILLION GIFT MODEL

\$16 Million Gift Model						Prospect Analysis			
<i>Contribution Level</i>	<i>Potential Donors</i>	<i>Required Donors</i>	<i>Percent Total Donors</i>	<i>Total Dollars</i>	<i>Percent Total Dollars</i>	<i>Potential Donors Identified</i>	<i>Dollars Identified</i>	<i>Donors Confirmed</i>	<i>Dollars Received</i>
\$3,000,000 +	2	1	0.6%	\$3,000,000	19%				
\$1,000,000+	6	3	1.8%	\$3,000,000	19%				
\$500,000 +	12	6	3.6%	\$3,000,000	19%				
\$250,000 +	32	8	4.8%	\$2,000,000	13%				
\$100,000 +	80	20	11.9%	\$2,000,000	13%				
\$50,000 +	120	30	17.9%	\$1,500,000	9%				
\$10,000 +	560	100	59.5%	\$1,000,000	6%				
Many	Many	Many		\$500,000	3%				
<b>TOTALS</b>	<b>812</b>	<b>168</b>	<b>100%</b>	<b>\$16,000,000</b>	<b>100%</b>				

*This Gift Model has been formulated based on nationally recognized fundraising principles and capital fundraising experiences, and is intended as a planning guide only, and not intended to predict an actual array of final gift results.*

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

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