

\$45 MILLION GIFT MODEL

The following gift model has been formulated based on an initial campaign planning goal of \$45 million.

\$45 Million Gift Model

Current Prospects

GIFT LEVEL	DONORS REQUIRED	PROSPECTS REQUIRED	DOLLARS		PROSPECTS IDENTIFIED	AGGREGATE TARGETS	PROJECTED DOLLARS
\$10 million +	1	2	\$10,000,000				
\$5 Million +	2	4	\$10,000,000				
\$2 Million +	3	6	\$6,000,000				
\$1 Million +	5	10	\$5,000,000				
\$500,000 +	10	30	\$5,000,000				
\$250,000 +	15	45	\$3,750,000				
\$100,000 +	25	75	\$2,500,000				
\$50,000 +	40	160	\$2,000,000				
Less than \$50,000	many	many	\$750,000				
TOTAL	101 +	242 +	\$45,000,000				

Gift Model Planning Assumptions:

1. A minimum of 2 prospects will be required for every gift received at the \$1 million and above gift levels; 3 prospects at the \$100,000 and above gift levels; and, 4 prospects at the \$50,000 and above gift levels.
2. A sequential giving strategy will focus on higher levels gifts early in the campaign with a disciplined lowering of gift level “targets” over the course of the campaign.

This Campaign Gift Model is intended as a planning guide only and is not intended to predict an actual array of final gift results.

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

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