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[Q: Do you have a sample capital campaign gift chart?](#)

A: Key to conceptualizing the execution of any major capital campaign is the adoption of a "gift chart" as a mechanism for goal setting and tracking campaign progress. For example, the following chart represents the number of gifts from individuals, corporations or foundations at each giving level that must be obtained for a successful \$60 million campaign.

SAMPLE \$60 MILLION CAMPAIGN GIFT CHART

Gift	# Gifts Needed	Gift Amount	Total This Category	# Prospects Needed
Major Gifts	2	\$5,000,000	\$10,000,000	8
	20	\$1,000,000	\$20,000,000	80
	25	\$ 500,000	\$12,500,000	100
	30	\$ 250,000	\$ 7,500,000	120
	30	\$ 100,000	\$ 3,000,000	120
	31	\$ 75,000	\$ 2,325,000	124
	35	\$ 50,000	\$ 1,750,000	140
	40	\$ 25,000	\$ 1,000,000	160
Special Gifts	60	\$ 10,000	\$ 600,000	240
	80	\$ 5,000	\$ 400,320	
General Gifts	150	\$ 2,500	\$ 375,000	600

	300	\$ 1,000	\$ 300,000	1200
	1250**	< 1,000	\$ 250,000	5,000
100% Goal	2053		\$60,000,000	8,212

The "Number of Prospects" column is a reminder that generally, the success rate of "asks" is 1 in 4. Thus, a pool of four donors, each capable of giving \$5 million, is needed to yield one donor who actually gives \$5 million. It is also important to recognize that the relationship building meetings required to yield gifts of \$1,000,000 or more may require a multiple year process that must include the leadership of the institution.

Topics

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