## Capital Campaign Gift Table

A gift table (also called a gift pyramid) calculates the number and size of gifts that a nonprofit needs to generate to meet the goals of a capital campaign. The table also may be used for other special fundraising drives and annual funds.

Conventional wisdom assumes that a campaign will secure a lead gift that totals 10 percent to 20 percent of the total fundraising goal, and that the top ten gifts will cover approximately 50 percent of the goal. Overall, gift tables are based on the “80-20 rule”: 80 percent of the funds to be raised will come from 20 percent of the donors. Generally, you need three to four times as many prospects as gifts needed — especially among the donors who will make up the top 80 percent of your campaign.

Capital campaigns are opportunities to attract new donors to your organization. If you’re successful, you raise large, medium, and modest contributions. A gift table helps you realize that you need this diversity of gifts to meet your goal. It also forces you to be realistic about whether you have prospects that can give the larger amounts you need.

**Sample Gift Table to Raise $750,000**

|  |  |  |  |
| --- | --- | --- | --- |
| **# of Gifts** | **Prospects Needed** | **Gift Range** | **Total $ in Range** |
| 1 | 3 | $75,000 | $75,000 |
| 2 | 7 | $40,000 | $80,000 |
| 4 | 15 | $25,000–$30,000 | $110,000 |
| 8 | 30 | $15,000 | $120,000 |
| 16 | 56 | $7,500 | $120,000 |
| 32 | 112 | $3,000–$5,000 | $128,000 |
| 64 | 225 | $1,500–$2,500 | $62,000 |
| All other gifts | 400 |  | $55,000 |