

SAMPLE: GIFT CHART - CAPITAL DEVELOPMENT

RESOURCE 1.18

Note: for pre-cultivated and engaged population for \$600,000

This chart assumes that the people being asked:

1. Are well-informed of the campaign and its vision.
2. Given the opportunity to be practically involved.
3. Personally walked through the building to be shown the needs.
4. Shown and even have made suggestions to the plans being funded.
5. Asked by the one person to whom they cannot say no.
6. Have the capacity as well as the interest to give the gift.
7. Are aware that the pledge is over three years.
8. Are aware that their gift is seen as a cornerstone gift.
9. Are aware that 95% of the money will come from 5% of the congregation.

Prospects	Pledges of	# Gifts Needed	Amount Raised	Total
3	\$60,000	1	\$60,000	\$60,000
12	\$30,000	4	\$120,000	\$180,000
12	\$15,000	4	\$60,000	\$240,000
60	\$6,000	20	\$120,000	\$360,000
120	\$3,000	40	\$120,000	\$480,000
Remainder	\$1,500	80	\$120,000	\$600,000