

Chart of Givers

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After the Feasibility Study provides a preliminary financial goal from the input of leaders, top leadership develops a giving chart in a confidential environment that strives to achieve:

- A. List of Major Donor Prospects – Individuals who have the financial capacity and willingness to pledge the lead gifts to the Campaign.

One Scenario could be if goal =	\$2 million:
10% of goal level	\$200,000
7.5%	\$150,000
5%	\$100,000
2.5%	\$50,000
1.25%	\$25,000

- B. Identify Advanced Gift Prospects as those who make up the top 25% givers of the parish and who will be asked to consider pledging:

- \$20,000
- \$15,000
- \$10,000
- \$5,000

- C. Identify Special Gift Donors – those in the parish who contribute in a range from \$50 to the lower limit of the Advanced Gift Phase – Asked to pledge \$3,000

- D. Identify General Gift Donors – those whose gifts to the parish are below the Special Gift range – Asked to pledge \$1,000