Campaign Gift Models: Perfunctory and Under-Utilized?

Campaign Gift Models are generally perfunctory exercises and under-utilized tools in both planning and evaluating major fundraising campaigns.

In my experience, when thoughtfully developed and periodically reviewed a Campaign Gift Model, as illustrated below, can be a valued tool in determining:

- **Prospective Donors:** Number of ***prospects required*** as compared to ***prospects identified*** to date within specified gift ranges.
- **Campaign Feasibility:** Preliminary assessment of campaign feasibility based on ***projected dollars*** from ***prospects identified*** to date.
- **Campaign Phasing**: Sequential phasing of campaign based on number of ***prospects required*** to meet sequential dollar goal objectives, e.g. silent, leadership, major and general gift solicitation phases.
- **Campaign Materials**: Number and nature of printed materials and visual presentations required during each phase of the campaign based on number of ***prospects required*** to be engaged.
- **Campaign Volunteers Needed**: Number and capability of volunteers to engage in personal contact with ***prospects required*** in each phase of the campaign.
- **"Naming" Opportunities**: Specific opportunities, based on ***donors required*** within indicated ***gift ranges***, to "name" major facilities and features of project(s) to be funded through the campaign.
- **Campaign Honor Roll**: Categories of donors to be honored within selected ***gift ranges*** at the conclusion of the campaign.
- **Campaign Staff and Budget:** Assigning staff and allocating budgeted resources to each campaign phase based on reasonable expectations for cost/result fundraising effectiveness.
- **Campaign Mid-Course Evaluations**: Possible mid-course corrections in fundraising strategy and/or tactics when results to date are compared with the initial Campaign Gift Model projections.

10 MILLION CAMPAIGN GIFT MODEL **CURRENT PROSPECTS**

GIFT RANGES	DONORS REQUIRED	PROSPECTS REQUIRED	DOLLARS		PROSPECTS IDENTIFIED	PROJECTED DOLLARS
$2 million +	1	2	$2,000,000			
$1 Million +	2	4	$2,000,000			
$ 500,000 +	2	4	$1,000,000			

$ 250,000 +	4	8	$1,000,000			
$ 100,000 +	10	30	$1,000,000			
$ 50,000 +	20	60	$1,000,000			
$ 25,000 +	40	120	$1,000,000			
$ 10,000 +	50	150	$500,000			
Less than $10,000	many	many	$500,000			
TOTAL	**129 +**	**378 +**	**$10,000,000**			

Phone: (310) 247–0963
Fax: (310) 247–0966
contact@PhillipsOnTheWeb.com
www.PhillipsOnTheWeb.com

This article has been authored by Gary W. Phillips and must not be reproduced, in whole or in part, or otherwise distributed without prior written approval to do so. 05/09