**Gift Pyramid**

Your community foundation can use the chart below to build out a visual representation of how many gifts you need to secure of specific sizes to meet your fundraising goals.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Gift Amount** | **# of Gifts** | **# of Prospects** | **Segment** | **Cumulative Total** |
| $2,500 | 1 | 2 | Long-term donor ($$$) | $2,500 |
| $1,000 | 3 | 8 | Long-term donor ($$$); Business donor | $5,500 |
| $500 | 8 | 15 | Long-term donor ($); Business donor | $9,500 |
| $100 | 12 | 25 | Long-term donor ($) | $10,700 |
| $50 | 20 | 40 | Lapsed donor; New donor | $11,700 |
| $25 | 32 | 60 | Lapsed donor; New donor | **$12,500!!** |