



Major Gifts Fundraising **MasterClass Part 2**

*Frameworks: Your Donor Table & The
Major Gift Prospect Equation*

Donor Table

Donor Table Example				
# of Gifts	Gift Amount	# of Prospects	# of Asks	Total Giving
1	\$25,000.00	5	2	\$25,000.00
2	\$10,000.00	10	4	\$20,000.00
4	\$5,000.00	20	8	\$20,000.00
8	\$2,500.00	24	16	\$20,000.00
15	\$1,000.00	45	30	\$15,000.00
30		104	60	\$100,000

Donor Prospecting



Capacity



Propensity



Identified Major Gift
Prospect

Notes: