



# Major Gifts Fundraising MasterClass Video #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
<b>1</b>	<b>\$25,000.00</b>	<b>5</b>	<b>2</b>	<b>\$25,000.00</b>
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: