



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip March 3, 2025 Creating a Campaign Gift Range Chart

Dear Ministry Leader,

Whether it is a large Capital Campaign (think build a building) or more of an aggressive operating campaign (start a new ministry strategy that includes hiring multiple staff) you're going to have to pronounce some type of dollar-based goal (\$2.4 million, \$250,000, etc.).

While you can raise some of these funds through communication plans (direct mail, social media, email communications) most of the money you need to raise at this level will be through face to face (or a large group, event) meetings.

One of the more practical tools you will need for these face-to-face opportunities will be a gift range chart. Here's an example of one for a campaign trying to raise \$100,000, along with a few tips.

But first, why?

A gift range chart is an essential tool in a large campaign (capital or otherwise) because it provides strategic guidance and helps leaders focus their efforts effectively. Here are three strong reasons to use one:

Clarifies the Path to Success – A gift range chart visually breaks down the total campaign goal into manageable giving levels, showing exactly how many gifts are needed at each level. This prevents a scattered approach and ensures the campaign stays focused on securing the right mix of leadership and mid-level gifts to reach the goal.

Guides Leadership Gift Engagement – Campaigns typically rely on a small number of large gifts to drive momentum. A gift range chart helps prioritize outreach by identifying the highest-level prospects first. Since the top 10-20% of donors often contribute 80-90% of the total goal, this tool ensures that leadership asks are made strategically and early in the campaign.

Builds Donor Confidence and Momentum – When partners see a well-structured gift range chart, they understand how their gift fits into the bigger picture. This provides confidence that the campaign is well-planned and achievable. As larger gifts are secured, momentum builds, encouraging other partners to give at the appropriate level, knowing that their generosity is making a meaningful impact.

| Gift Level | Number of Gifts | Total at Level | Cumulative Total | Cumulative % Raised | Cumulative Gifts | Cumulative % of Gifts |
|-----------------------|-----------------|----------------|------------------|---------------------|------------------|-----------------------|
| 20000 | 1 | \$ 20,000 | \$ 20,000 | 20% | 1 | 1% |
| 7500 | 3 | \$ 22,500 | \$ 42,500 | 43% | 4 | 5% |
| 2500 | 5 | \$ 12,500 | \$ 55,000 | 55% | 9 | 11% |
| 1500 | 11 | \$ 16,500 | \$ 71,500 | 72% | 20 | 24% |
| 750 | 15 | \$ 11,250 | \$ 82,750 | 83% | 35 | 42% |
| 500 | 20 | \$ 10,000 | \$ 92,750 | 93% | 55 | 65% |
| 250 | 29 | \$ 7,250 | \$ 100,000 | 100% | 84 | 100% |
| TOTAL | 84 | \$ 100,000 | | | | |
| # of Prospects | 3X | | | | | |
| | 252 | | | | | |

Here's a few tips about building and using your gift range chart.

1. Keep in mind, this is still God's to provide (or not). Tools like this are great and have some degree of researched and experiential proof behind them. We use a tool like this as a commitment to best practice. We must never get caught up in our tools and forget - Who Owns it all - Who Provides it all.
2. "Try" to build your gift chart so that you have raised 80% of your goal through 20% of the people who participate (80-20 or the Pareto principle). My example chart above (see the \$1500 gift line) only reached 72-24.
3. But make your first gift level 20% of your total campaign. (Yes, that's the science, just call and ask if you want to know more).
4. After your first gift level, keep building the gifts in a natural downward progress, while the number of those gifts comensurately increases.
5. Try, not to use wierd amounts, unless they tie into some kind of theme. If the address of your new building is 901 xyz street, then you may want to have a special \$901 gift level. But otherwise stick to more traditional amounts. Why? Again, call me if you want to know more about this particular tip reasoning.
6. When you finish your chart, it will tell you a presumed number of total gifts or donors you will need to accomplish the campaign (my example calls for 84). In a best case scenario, you should have 3x that many people in your prospect list. You may decide otherwise, but in many larger capital campaigns, this 3x (or even 4x number) can be considered a function of launching the campaign OR NOT! Choose wisely.
7. If you do have a number of gifts to number of prospects challenge, you can consider altering your top 1-3 levels of gift amounts, but you need to try to have some level of confidence that you have the people in place who can make those kinds of gifts. I.E. At this point, you need to be talking about specific people...if God moves, I think Mr. and Mrs. Smith might be open to \$20,000, not just \$10,000

Would you like some ongoing help with a campaign, or even just further development of a gift range chart? Want to talk about a much bigger development strategy picture? Give me a call (209) 541-5720 or [email me.](#) I'm here to help.

Passionately,

Rev Rick J Fritzemeier

WAIT A MINUTE

A lot of my resources, NextAfter, Freewill, Bloomerang, Candid, Capital Campaign Pros, Classy, QGive, Donor Search, Giving USA are suggesting a general slowdown of the mid-level, smaller monthly, and entry level giver. Of course, these are secular organizations, so we have to temper their insights as we talk about people of faith, but uncertainty never helps people make good decisions.

I'm offering a twice a month zoom call for up to 10 organizations and it includes a personalized 30-minute one-on-one call for each participant. Real solutions to real challenges, like the one above, will be discussed and worked through on these zoom and personal calls. Interested we will be starting in just a few more weeks. I honestly believe it is a price you can afford and more importantly a cost for which you will receive incredible R.O.I. and if not, I'll work with you to make something happen, if you simply ask.

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