

Rethinking Gift Tables

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Building Bridges, Making

CONNECTIONS

PROSPECT DEVELOPMENT 2018

apra | INSIGHT
PHILANTHROPY
RESULTS

Stuff you were probably going to ask us about anyway...

- 140 Development Officers

- 22 Prospect Dev Staff



- ◀ 10 Research
- ◀ 6 Prospect Mgmt
- ◀ 6 Hybrid or Admin

- 14 Reporting & Analytics Staff

- ◀ 1 Admin
- ◀ 5 Op Reporting Analysts
- ◀ 6 Data Analysts
- ◀ 1 Data Scientist
- ◀ 1 Market Research



- 37 Fundraising Units

- ◀ University
- ◀ Academic Medical Center
- ◀ Central Services

- Database: Blackbaud CRM

- ◀ 2M+ constituent records

- 5,900+ qualified prospects

- ◀ Househoded/Grouped

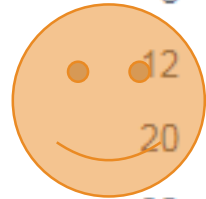
- \$3B+ raised in previous campaign

Gift Range Chart

Goal Amount:

Gift Range	No. Gifts required	No. Prospects required	Subtotal	Cumulative total	Cumulative percentage
100,000.00	1	4	100,000.00	100,000.00	10%
75,000.00	1	4	75,000.00	175,000.00	18%
50,000.00	2	8	100,000.00	275,000.00	28%
38,000.00	3	12	114,000.00	389,000.00	39%
25,000.00	5	20	125,000.00	514,000.00	51%
19,000.00	8	32	152,000.00	666,000.00	67%
13,000.00	10	40	130,000.00	796,000.00	80%
6,300.00	12	48	75,600.00	871,600.00	87%
2,500.00	12	48	30,000.00	901,600.00	90%
Under 2,500.00	78	314	98,400.00	1,000,000.00	100%
Totals	132	528		1,000,000.00	

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MATH

Gift Range Chart

Goal Amount:

Gift Range	No. Gifts required	No. Prospects required	Subtotal	Cumulative total	Cumulative percentage
100,000.00	1	4	100,000.00	100,000.00	10%
75,000.00	1	4	75,000.00	175,000.00	18%
50,000.00	2	8	100,000.00	275,000.00	28%
38,000.00	3	12	114,000.00	389,000.00	39%
25,000.00	5	20	125,000.00	514,000.00	51%
19,000.00	8	32	152,000.00	666,000.00	67%
13,000.00	10	40	130,000.00	796,000.00	80%
6,300.00	12	48	75,600.00	871,600.00	87%
2,500.00	12	48	30,000.00	901,600.00	90%
Under 2,500.00	78	314	98,400.00	1,000,000.00	100%
Totals	132	528		1,000,000.00	

Real-world Donor Behavior

○ Tony Stark

- Rating band: \$2.5 million - \$4.9 million
- Total Campaign Giving: \$4 million
 - Year 1: \$0
 - Year 2: \$0
 - Year 3: \$0
 - Year 4: \$0
 - Year 5: \$0
 - Year 6: \$4 million
 - Year 7: \$0

- Single gift
- Giving within known capacity range

Real-world Donor Behavior

○ Janet Van Dyne

- Rating band: \$2.5 million - \$4.9 million
- Total Campaign Giving: \$5.2 million
 - Year 1: \$100,000
 - Year 2: \$2 million
 - Year 3: \$2.5 million
 - Year 4: \$100,000
 - Year 5: \$150,000
 - Year 6: \$250,000
 - Year 7: \$100,000

- Multiple gifts
- Giving within known capacity range

Real-world Donor Behavior

○ Emma Frost

- Rating band: \$1 million - \$2.49 million
- Total Campaign Giving: \$5.1 million
 - Year 1: \$0
 - Year 2: \$5 million
 - Year 3: \$0
 - Year 4: \$0
 - Year 5: \$0
 - Year 6: \$0
 - Year 7: \$0
 - (Distributed across multiple years: many additional annual gifts totaling \$100K)

- Single large gift
- Giving **above** known capacity range

Real-world Donor Behavior

○ T'Challa

- Rating band: \$1 million - \$2.49 million
- Total Campaign Giving: \$7.5 million
 - Year 1: \$0
 - Year 2: \$0
 - Year 3: \$0
 - Year 4: \$0
 - Year 5: \$1 million
 - Year 6: \$0
 - Year 7: \$6.5 million

- Multiple gifts
- Giving **above** known capacity range

Real-world Donor Behavior

○ Bruce Wayne

- Rating band: \$2.5 million - \$4.9 million
- Total Campaign Giving: \$275,000
 - Year 1: \$61,000
 - Year 2: \$61,000
 - Year 3: \$45,000
 - Year 4: \$62,000
 - Year 5: \$46,000
 - Year 6: \$0
 - Year 7: \$0

- Multiple gifts
- Giving **below** known capacity range

Real-world Donor Behavior

○ Oliver Queen

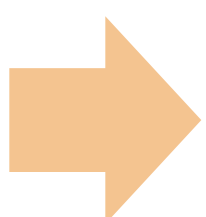
- Rating band: \$1 million - \$2.49 million
- Total Campaign Giving: \$0
 - Year 1: \$0
 - Year 2: \$0
 - Year 3: \$0
 - Year 4: \$0
 - Year 5: \$0
 - Year 6: \$0
 - Year 7: \$0

- No gift
- (lol)

Gift Range Chart

Goal Amount:

Gift Range	No. Gifts required	No. Prospects required	Subtotal	Cumulative total	Cumulative percentage
100,000.00	1	4	100,000.00	100,000.00	10%
75,000.00	1	4	75,000.00	175,000.00	18%
50,000.00	2	8	100,000.00	275,000.00	28%
38,000.00	3	12	114,000.00	389,000.00	39%
25,000.00	5	20	125,000.00	514,000.00	51%
19,000.00	8	32	152,000.00	666,000.00	67%
13,000.00	10	40	130,000.00	796,000.00	80%
6,300.00	12	48	75,600.00	871,600.00	87%
2,500.00	12	48	30,000.00	901,600.00	90%
Under 2,500.00	78	314	98,400.00	1,000,000.00	100%
Totals	132	528		1,000,000.00	



Campaign Pyramid Project Background

- Create Campaign planning tool for leadership
 - Interactivity to allow for different scenarios/assumptions
- Cross functional team
 - Prospect Development
 - Reporting & Analytics
 - Leadership representatives
- 3 Phases
 - Analysis of historical revenue growth over multiple campaign pyramids
 - Determination and application of prospect ratios
 - Historical analysis of prospects managed and their giving
 - Creation of interactive tool

Campaign Pyramid Project Background

- Hesitant to use a blanket “industry standard” prospect to donor ratio
 - Is it right for our organization?
 - Are they consistent across rating bands?
- Tasked to look at historical data to evaluate actual ratios
 - Specific to our organization
 - Per rating band
- Curious about behavior where giving is outside of their given rating
 - Is a traditional pyramid leaving “money on the table”

Campaign Pyramid Project Background

- Questioning of Traditional Pyramid
- Kept coming back to these questions...
 - “Tell me again what a traditional pyramid is supposed to show us?”
 - “Does it really?”
 - “But, is it *really* telling us anything?”
 - “Why should we use it if it doesn’t tell really tell us anything?”

Digging into the Historical Data

Prospect Rating	% of Campaign Total	Actual Revenue	Average Prospect Giving	# of Prospects
\$ 250,000,000	3.9%	\$ 65,659,136	\$ 65,659,136	1
\$ 100,000,000	1.3%	\$ 21,169,328	\$ 1,008,063	21
\$ 50,000,000	6.0%	\$ 102,173,133	\$ 2,432,694	42
\$ 25,000,000	11.1%	\$ 187,491,917	\$ 3,177,829	59
\$ 10,000,000	14.0%	\$ 237,988,983	\$ 2,379,890	100
\$ 5,000,000	7.5%	\$ 127,646,057	\$ 668,304	191
\$ 1,000,000	19.3%	\$ 326,943,732	\$ 346,706	943
\$ 500,000	6.5%	\$ 109,267,021	\$ 127,351	858
\$ 100,000	15.9%	\$ 267,467,613	\$ 52,734	5,072
\$ 50,000	4.1%	\$ 69,433,917	\$ 30,453	2,280
\$ 10,000	4.0%	\$ 67,119,326	\$ 28,598	2,347
\$ 1	1.0%	\$ 17,313,563	\$ 40,642	426
\$ -	0.5%	\$ 7,593,368	\$ 77,483	98
No Rating	5.1%	\$ 86,624,483	\$ 63,882	1,356
Goal:	100%	\$ 1,693,891,576		13,794

\$1M Rated Prospects

- 943 Prospects
- 19.3% of Total Revenue
- \$327M Revenue
- \$347K Average

Digging into the Historical Data

Prospect Rating	% of Campaign Total	Actual Revenue	Average Prospect Giving	# of Prospects	# of Prospects Giving in band
\$ 250,000,000	3.9%	\$ 65,659,136	\$ 65,659,136	1	-
\$ 100,000,000	1.3%	\$ 21,169,328	\$ 1,008,063	21	-
\$ 50,000,000	6.0%	\$ 102,173,133	\$ 2,432,694	42	-
\$ 25,000,000	11.1%	\$ 187,491,917	\$ 3,177,829	59	2
\$ 10,000,000	14.0%	\$ 237,988,983	\$ 2,379,890	100	4
\$ 5,000,000	7.5%	\$ 127,646,057	\$ 668,304	191	3
\$ 1,000,000	19.3%	\$ 326,943,732	\$ 346,706	943	96
\$ 500,000	6.5%	\$ 109,267,021	\$ 127,351	858	47
\$ 100,000	15.9%	\$ 267,467,613	\$ 52,734	5,072	452
\$ 50,000	4.1%	\$ 69,433,917	\$ 30,453	2,280	124
\$ 10,000	4.0%	\$ 67,119,326	\$ 28,598	2,347	453
\$ 1	1.0%	\$ 17,313,563	\$ 40,642	426	226
\$ -	0.5%	\$ 7,593,368	\$ 77,483	98	68
No Rating	5.1%	\$ 86,624,483	\$ 63,882	1,356	721
Goal:	100%	\$ 1,693,891,576		13,794	2,196

- 943 \$1M prospects
- ~10% gave “in band”

Digging into the Historical Data

Prospect Rating	# of Prospects	# of Prospects					Prospects By Gift Band #								
		Giving in band	\$ -	\$1+	\$10K	\$50K	\$100K	\$500K	\$1M	\$5M	\$10M	\$25M	\$50M	\$100M	\$250M
\$ 250,000,000	1	-											1		
\$ 100,000,000	21	-	5	-	2	1	2	2	9						
\$ 50,000,000	42	-	10	1	3	1	6	3	9	7	2				
\$ 25,000,000	59	2	15	2	2	5	7	3	13	5	5	2			
\$ 10,000,000	100	4	14	10	12	4	12	9	23	11	4	1			
\$ 5,000,000	191	3	37	23	23	9	48	15	32	3	1				
\$ 1,000,000	943	96	178	203	137	71	186	68	96	2	2				
\$ 500,000	858	47	132	266	169	69	155	47	19	1					
\$ 100,000	5,072	452	771	2,180	1,191	382	452	50	44	2					
\$ 50,000	2,280	124	285	1,220	543	124	84	14	9	1					
\$ 10,000	2,347	453	420	1,269	453	85	95	12	12	1					
\$ 1	426	226	147	226	21	11	16	1	3	1					
\$ -	98	68	68	15	7	1	3	1	3	-					
No Rating	1,356	721	721	226	158	82	129	22	17	1					
Goal:	13,794	2,196	2,803	5,641	2,721	845	1,195	247	289	35	14	3	1		



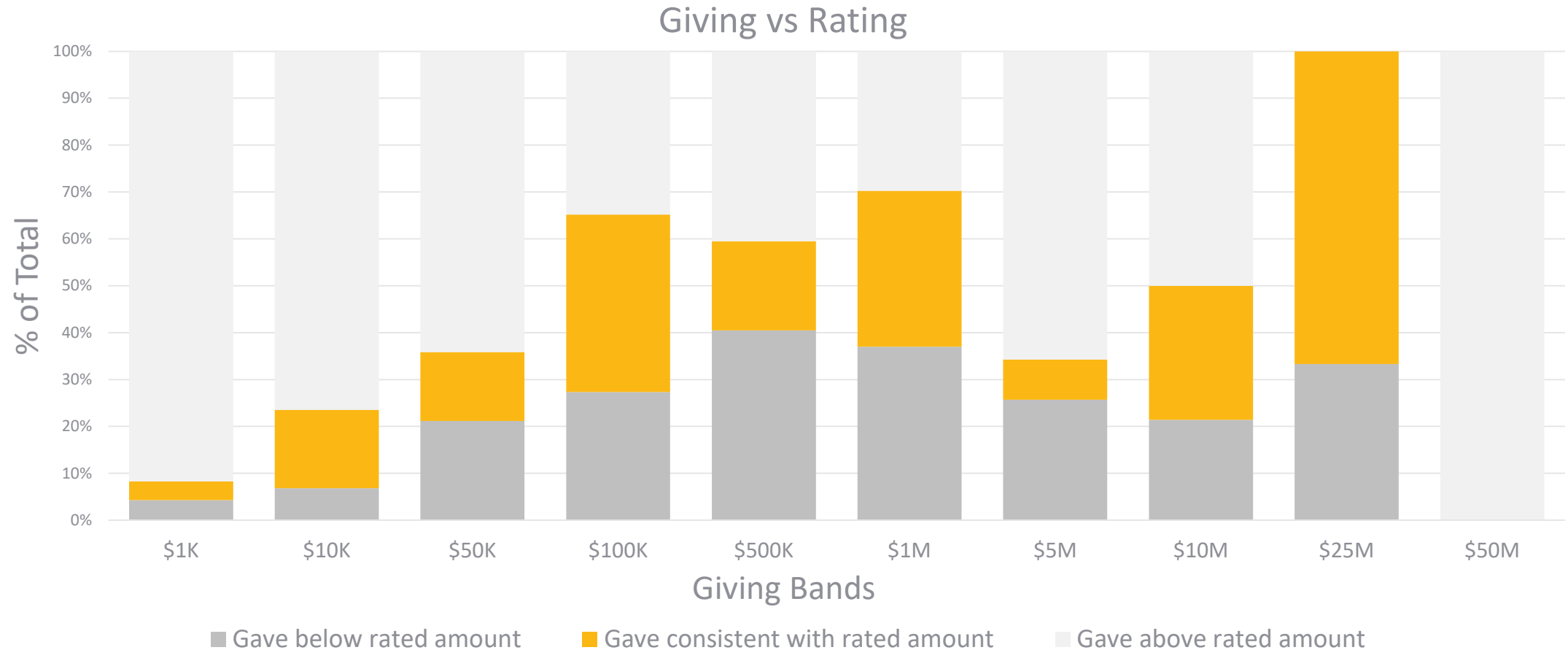
Digging into the Historical Data



Prospect Rating	# of Prospects	# of Prospects Giving in band				Prospects By Gift Band #											
		\$ -	\$1+	\$10K	\$50K	\$100K	\$500K	\$1M	\$5M	\$10M	\$25M	\$50M	\$100M	\$250M			
\$ 250,000,000	1	-															
\$ 100,000,000	21	-	5	-	2	1	2	2	9								
\$ 50,000,000	42	-	10	1	3	1	6	3	9	7	2						
\$ 25,000,000	59	2	15	2	2	5	7	3	13	5	5	2					
\$ 10,000,000	100	4	14	10	12	4	12	9	23	11	4	1					
\$ 5,000,000	191	3	37	23	23	9	48	1	32	3	1						
\$ 1,000,000	943	96	178	203	137	71	186	68	96	2	2						
\$ 500,000	858	47	132	266	169	69	155	47	19	1							
\$ 100,000	5,072	452	771	2,180	1,191	382	452	50	44	2							
\$ 50,000	2,280	124	285	1,220	543	124	84	14	9	1							
\$ 10,000	2,347	453	420	1,269	453	85	95	12	12	1							
\$ 1	426	226	147	226	21	11	16	1	3	1							
\$ -	98	68	68	15	7	1	3	1	3	-							
No Rating	1,356	721	721	226	158	82	129	22	17	1							
Goal:	13,794	2,196	2,803	5,641	2,721	845	1,195	247	289	35	14	3	1				

- Most \$1M Prospects don't give \$1M
- Most \$1M Campaign contributions don't come from \$1M rated Prospects.

Digging into the Historical Data



Clarifying the Task

- Need a clear idea of what it is we want to measure
 - Q: What is it that we really want to know?
 - A: Number and type of prospects needed to raise a specific amount of money
(And by extension what staffing/resources are needed)

Thoughtful Consideration of Terminology

○ Goal

- For purposes here...
- Total amount of money we want to raise *from our prospects*.
- Not the overall campaign goal
 - Significant amounts will be raised from other sources (e.g. grants, annual giving)

○ Prospects

- Qualified prospects assigned to a fundraiser
- Prospect pool is dynamic
- Total prospects “touched” during campaign period

○ Revenue Activity

- Booked revenue and commitment transactions (not “asks accepted”)
- More specifics later

A New Approach

Prospect Rating	
\$	250,000,000
\$	100,000,000
\$	50,000,000
\$	25,000,000
\$	10,000,000
\$	5,000,000
\$	1,000,000
\$	500,000
\$	100,000
\$	50,000
\$	10,000
\$	1
\$	-
	No Rating
Goal:	\$ 1,000,000,000

- Number and type of prospects needed
- Over the course of the campaign
- To raise a specific amount of money
- Specific to our institution
- Specific to each rating band
- Based on historical giving averages

A New Approach

Prospect Rating	% of Campaign Total
\$ 250,000,000	3.9%
\$ 100,000,000	1.3%
\$ 50,000,000	6.0%
\$ 25,000,000	11.1%
\$ 10,000,000	14.0%
\$ 5,000,000	7.5%
\$ 1,000,000	19.3%
\$ 500,000	6.5%
\$ 100,000	15.9%
\$ 50,000	4.1%
\$ 10,000	4.0%
\$ 1	1.0%
\$ -	0.5%
No Rating	5.1%
Goal:	100% \$ 1,000,000,000

- % of total expected from specific rating bands

A New Approach

Prospect Rating	% of Campaign Total	Expected Revenue
\$ 250,000,000	3.9%	\$ 38,700,000
\$ 100,000,000	1.3%	\$ 12,500,000
\$ 50,000,000	6.0%	\$ 60,200,000
\$ 25,000,000	11.1%	\$ 110,500,000
\$ 10,000,000	14.0%	\$ 140,200,000
\$ 5,000,000	7.5%	\$ 75,200,000
\$ 1,000,000	19.3%	\$ 192,900,000
\$ 500,000	6.5%	\$ 64,600,000
\$ 100,000	15.9%	\$ 159,400,000
\$ 50,000	4.1%	\$ 40,900,000
\$ 10,000	4.0%	\$ 39,600,000
\$ 1	1.0%	\$ 10,200,000
\$ -	0.5%	\$ 4,500,000
No Rating	5.1%	\$ 50,700,000
Goal:	100%	\$ 1,000,000,000

- % of total expected from specific rating bands

A New Approach

- Average giving by rating

Prospect Rating	% of Campaign Total	Expected Revenue	Average Prospect Giving
\$ 250,000,000	3.9%	\$ 38,700,000	\$ 65,659,136
\$ 100,000,000	1.3%	\$ 12,500,000	\$ 1,008,063
\$ 50,000,000	6.0%	\$ 60,200,000	\$ 2,432,694
\$ 25,000,000	11.1%	\$ 110,500,000	\$ 3,177,829
\$ 10,000,000	14.0%	\$ 140,200,000	\$ 2,379,890
\$ 5,000,000	7.5%	\$ 75,200,000	\$ 668,304
\$ 1,000,000	19.3%	\$ 192,900,000	\$ 346,706
\$ 500,000	6.5%	\$ 64,600,000	\$ 127,351
\$ 100,000	15.9%	\$ 159,400,000	\$ 52,734
\$ 50,000	4.1%	\$ 40,900,000	\$ 30,453
\$ 10,000	4.0%	\$ 39,600,000	\$ 28,598
\$ 1	1.0%	\$ 10,200,000	\$ 40,642
\$ -	0.5%	\$ 4,500,000	\$ 77,483
No Rating	5.1%	\$ 50,700,000	\$ 63,882
Goal:	100%	\$ 1,000,000,000	

A New Approach

- 556 prospects needed to raise \$193M

Prospect Rating	% of Campaign Total	Expected Revenue	Average Prospect Giving	# of Prospects Needed
\$ 250,000,000	3.9%	\$ 38,700,000	\$ 65,659,136	1
\$ 100,000,000	1.3%	\$ 12,500,000	\$ 1,008,063	12
\$ 50,000,000	6.0%	\$ 60,200,000	\$ 2,432,694	25
\$ 25,000,000	11.1%	\$ 110,500,000	\$ 3,177,829	35
\$ 10,000,000	14.0%	\$ 140,200,000	\$ 2,379,890	59
\$ 5,000,000	7.5%	\$ 75,200,000	\$ 668,304	113
\$ 1,000,000	19.3%	\$ 192,900,000	\$ 346,706	556
\$ 500,000	6.5%	\$ 64,600,000	\$ 127,351	507
\$ 100,000	15.9%	\$ 159,400,000	\$ 52,734	3,023
\$ 50,000	4.1%	\$ 40,900,000	\$ 30,453	1,343
\$ 10,000	4.0%	\$ 39,600,000	\$ 28,598	1,385
\$ 1	1.0%	\$ 10,200,000	\$ 40,642	251
\$ -	0.5%	\$ 4,500,000	\$ 77,483	58
No Rating	5.1%	\$ 50,700,000	\$ 63,882	794
Goal:	100%	\$ 1,000,000,000		8,161

Campaign Prospect Revenue Tool



Overall Campaign Goal
\$ 3,000,000,000

Annual Giving	\$ 400,000,000
Other Activity	\$ 300,000,000
Private Grant Subtotal (Not Managed)	\$ 536,000,000
Private Grant Overall	\$ 800,000,000

Start New Pyramid
CPTF Campaign Default

Prospects Activity Goal	\$ 1,764,000,000	59%
Private Grant Subtotal (Managed)	\$ 264,000,000	

Total Campaign New Activity	\$ 3,311,486,210
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Master Reset

Prospect New Activity (A+B)	\$ 2,075,486,210	Medium	Low	Medium	High	Custom Principal
Excess	\$ (311,486,210)					
\$10M+ Rated Qualified Prospects Fundraising Activity (Choose Low, Medium, High defaults from above)						
Rating Band	Projected New Activity	FY10 to FY16	Total New Activity	Change		
			New	Current		
\$500M+	\$ 250,000,000	\$ -	\$ 250,000,000	1	\$ 250,000,000	
\$250,000,000 - \$499,999,999	\$ -	\$ 65,659,136	\$ -	1	\$ (65,659,136)	
\$100,000,000 - \$249,999,999	\$ 203,095,000	\$ 21,169,328	\$ 203,095,000	21	\$ 181,925,672	
\$50,000,000 - \$99,999,999	\$ 197,200,000	\$ 102,173,133	\$ 197,200,000	35	\$ 95,026,867	
\$25,000,000 - \$49,999,999	\$ 328,425,000	\$ 187,491,917	\$ 328,425,000	56	\$ 140,933,083	
\$10,000,000 - \$24,999,999	\$ 377,900,000	\$ 237,988,983	\$ 377,900,000	93	\$ 139,911,017	
Total (A)	\$ 1,356,620,000	\$ 614,482,497	\$ 1,356,620,000	207	\$ 742,137,503	

\$100K - \$9.9M Rated Qualified Prospects Fundraising Activity (Default estimates based on FY10-FY16 average of each rating band)										
Rating Band	Projected New Activity	FY10 to FY16	Average New Activity	Change	Qualified Prospects	Change	Excess	FY10 to FY16	Need \$	Prospects
			Projected		Current	Projected	FY10 to FY16			
\$5,000,000 - \$9,999,999	\$ 133,660,800	\$ 668,304	\$ 668,304	\$ (0%)	200	200	16%	\$ -	-	-
\$1,000,000 - \$4,999,999	\$ 288,112,686	\$ 346,706	\$ 346,706	\$ (0%)	831	831	39%	\$ -	-	-
\$500,000 - \$999,999	\$ 90,164,508	\$ 127,351	\$ 127,351	\$ (0%)	708	708	13%	\$ -	-	-
\$100,000 - \$499,999	\$ 206,928,216	\$ 52,734	\$ 52,734	\$ (0%)	3,924	3,924	32%	\$ -	-	-
Total (B)	\$ 718,866,210				5,663	5,663		\$ -	-	-

Reset Avg Giving Default

Reset Prospect Default

- Instructions**
- 1) Enter Overall Campaign Goal (C3), Annual Giving (C6), Other Activity (C8), and Private Grant Overall (C12) in the Yellow Boxes.
 - 2) Click the Start New Pyramid button to begin.
 - 3) Choose desired Principal Gift Estimate Option or enter expected principal gift information into the Principal Gift Data tab and click Custom Principal button.
 - 4) Either enter or click the buttons next to the new Projected Avg. New Activity values (I18-I21) and Projected Prospects (M18-M21) to see how changes help us reach our goal.
 - 5) Once you have reached your goal, the values in C22, G2, and G3 will change from Red to Green.
 - Custom Principal - Changes made to Principal Gift Data tab will populate in Principal Gifts.
 - Reset Avg Giving Default - Resets the Projected Avg. New Activity to the Historical Avg.
 - Reset Prospect Default - Resets the Projected Prospects to the Historical Prospect Count of the previous campaign.
 - Master Reset - Resets all values to zero.

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Implementation

- Does your database support this approach?
- Terminology issues
- Getting Understanding and Buy-in
- Building the tool

Does your system support?

○ Historical Prospects

- Who was a prospect when and for how long

○ Historical Capacity / Rating

- What was your prospect's capacity or rating during the past period?

○ Historical Giving Data

- Do you have historical gift data?
- Which type to use – hard or soft, new gifts or payments?

Terminology challenge

- Don't talk about "Gifts" but rather "Prospect Activity"
 - "Prospect Activity" is the cumulative activity by a constituent / household during the campaign.
- Prospects and their new giving are the focal point of the table
 - "Prospect" the key major gift entity of focus
 - "Activity" from our counting methodology name
- Train yourself to never say "gift" (it is really hard, at first)

Understanding and Buy-in

- Understanding and Buy-in
 - Start small and slowly expand
 - First focus on understanding
 - Next focus on buy-in

Building the tool

- At same time developing the Prospect Activity concept had dedicated another team member to designing the ultimate Excel tool
- Final layout almost nothing like initial attempts, but learned what not to do
- Principal Gift Prospect Approach for \$10M+
- Prospect Activity Approach for \$100K+
- Other Revenue Estimates

Demonstration [\(link\)](#)



Overall Campaign Goal \$ 3,000,000,000	Prospect New Activity (A+B) \$ 2,075,486,210	<input type="radio"/> Medium <input type="radio"/> Low <input type="radio"/> Medium <input type="radio"/> High <input type="radio"/> Custom Principal				
	Excess \$ (311,486,210)					
\$10M+ Rated Qualified Prospects Fundraising Activity (Choose Low, Medium, High defaults from above)						
Annual Giving \$ 400,000,000	Projected New Activity	Total New Activity				
Other Activity \$ 300,000,000	Rating Band	FY10 to FY16	New	Current	Change	
Private Grant Subtotal (Not Managed) \$ 536,000,000	\$500M+	\$ -	\$ 250,000,000	1	\$ 250,000,000	
Private Grant Overall \$ 800,000,000	\$250,000,000 - \$499,999,999	\$ 65,659,136	\$ -	1	\$ (65,659,136)	
Start New Pyramid	\$100,000,000 - \$249,999,999	\$ 21,169,328	\$ 203,095,000	21	\$ 181,925,672	
CPTF Campaign Default	\$50,000,000 - \$99,999,999	\$ 102,173,133	\$ 197,200,000	35	\$ 95,026,867	
	\$25,000,000 - \$49,999,999	\$ 187,491,917	\$ 328,425,000	56	\$ 140,933,083	
	\$10,000,000 - \$24,999,999	\$ 237,988,983	\$ 377,900,000	93	\$ 139,911,017	
	Total (A)	\$ 614,482,497	\$ 1,356,620,000	207	\$ 742,137,503	

- Instructions**
- 1) Enter Overall Campaign Goal (C3), Annual Giving (C6), Other Activity (C8), and Private Grant Overall (C12) in the Yellow Boxes.
 - 2) Click the Start New Pyramid button to begin.
 - 3) Choose desired Principal Gift Estimate Option or enter expected principal gift information into the Principal Gift Data tab and click Custom Principal button.
 - 4) Either enter or click the buttons next to the new Projected Avg. New Activity values (I18-I21) and Projected Prospects (M18-M21) to see how changes help us reach our goal.
 - 5) Once you have reached your goal, the values in C22, G2, and G3 will change from Red to Green.
 - Custom Principal - Changes made to Principal Gift Data tab will populate in Principal Gifts.
 - Reset Avg Giving Default - Resets the Projected Avg. New Activity to the Historical Avg.
 - Reset Prospect Default - Resets the Projected Prospects to the Historical Prospect Count of the previous campaign.
 - Master Reset - Resets all values to zero.

\$100K - \$9.9M Rated Qualified Prospects Fundraising Activity (Default estimates based on FY10-FY16 average of each rating band)											
Prospects Activity Goal \$ 1,764,000,000 59%	Projected New Activity	FY10 to FY16	Average New Activity	Change	Qualified Prospects			Excess \$ (311,486,210)			
Private Grant Subtotal (Managed) \$ 264,000,000	Rating Band	FY10 to FY16	Projected		Current	Projected	Change	FY10 to FY16	Need \$	Prospects	
Total Campaign New Activity \$ 3,311,486,210	\$5,000,000 - \$9,999,999	\$ 668,304	\$ 668,304	\$ (0%)	200	200	(0%)	16%	\$ -	-	
Master Reset	\$1,000,000 - \$4,999,999	\$ 346,706	\$ 346,706	\$ (0%)	831	831	(0%)	39%	\$ -	-	
Reset Avg Giving Default	\$500,000 - \$999,999	\$ 127,351	\$ 127,351	\$ (0%)	708	708	(0%)	13%	\$ -	-	
Reset Prospect Default	\$100,000 - \$499,999	\$ 52,734	\$ 52,734	\$ (0%)	3,924	3,924	(0%)	32%	\$ -	-	
	Total (B)	\$ 718,866,210			5,663	5,663	-	\$ -	-	-	

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Benefits and What's Next

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Thank You!

Please complete your session evaluations.