

Donor Pyramid Guidelines

This donor model is based on the idea that 80% of your income comes from 20% of your donors. That is a statistical reality.

Step 1

- ❑ Decide on the annual budget amount you need. This is the “Starting Amount.”

Step 2

- ❑ Multiply the “Starting Amount” by .25. This is the amount needed from the Core Donors.

Step 3

- ❑ Divide Step 2 by 200. This is the number of Core Donor units needed.

Step 4

- ❑ Deduct Step 2 from the “Starting Amount.” This is the remaining income needed, after deducting the Core Donor contribution.

Step 5

- ❑ Multiply Step 4 by .65. This is the amount needed from the Major Donors.

Step 6

- ❑ Divide Step 5 by 1,000. This is the number of Major Donor units needed.

Step 7

- ❑ Multiply Step 4 by .35. This is the amount needed from the Mega Donors.

Step 8

- ❑ Divide Step 7 by 10,000. This is the number of Major Donor units needed.

Step 9

- ❑ Multiply Step 1 by 5. This is the amount you can expect to raise in a capital campaign.

Example: \$300,000 Donations

