RaiseTell

Using the Capital Campaign Prospects Dashboard

A short list of donors who could consider a six-figure campaign gift - with asks learned from how your own donors stepped up before

Dashboard 296 · QX286 - QX288

Your own history sets the asks



QX286 - Fiscal-year pattern

Labels each year Normal, Single-gift spike, or Spike (campaign-like). A Spike year needs breadth - several outsized gifts - not one big one.



QX287 - Step-up to six figures

For every donor's first six-figure gift: how many times bigger was it than their largest gift before?



QX288 - Prospect list

Applies that step-up and an entry gate to every living donor, then scores, tiers and prices each prospect.

Why it matters: consultants often suggest 3-5x a donor's largest gift. This dashboard uses the step-up your own donors actually made, preferring recent campaign-like years when there are enough donors.

Start on Campaign Readiness

Parameters are based on
Which slice of history was used, and how many six-figure donors are behind it

Typical step-up
The ask multiple (median) and conservative multiple (25th percentile)

Entry gate
The largest single gift a donor needs to make the list

Prospects by tier
Counts for Tiers A-D, with total indicative and conservative asks

Share with prior giving
How much of past six-figure giving a gift-history list can reach

Checks
Unassigned prospects in Tiers A-C, and possible DAF / matching accounts

Also: How to Read (guide and column definitions) · View - Prospect List (work the donors) · View - Six-Figure Pattern and View - FY Pattern (where the parameters came from)

Four tiers, ranked by a 100-point score

A — **Proven Six-Figure Donor**
Any six-figure gift on record

B — **Strong Prospect**
Score 60 or more

C — **Emerging Prospect**
Score 45-59

D — **Watch List**
Below 45 - not a solicitation list

The score (0-100)



How the asks and the entry gate are set

Indicative Campaign Ask

Tier A: renewal at their largest gift, rounded up to $25K.

Others: largest gift x your ask multiple (held 3x-15x), capped at 3x lifetime giving, rounded up to $25K, never below $100K.

Conservative Ask

Same rules, using the 25th-percentile step-up.

Entry gate

Largest gift needed to make the list: the 25th percentile of your six-figure donors' largest prior gift, kept between $5K and $25K.

Example (8x multiple): largest gift $10,000 x 8 = $80,000; lifetime giving $20,000 caps it at $60,000; the $100,000 floor then sets the ask at $100,000. The floor wins over the cap.

Working the prospect list

Tier A first

Then Tier B, then Tier C. Sort by Prospect Score within a tier.

Pick the opening ask

Conservative for donors you know less well; Indicative where the relationship is strong.

Read Why Listed

Reasons plus CHECK flags: possible DAF account, pledge write-offs.

Assign owners

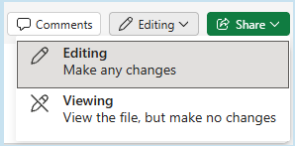
Filter Assigned Fundraiser to (No fundraiser) and assign prospects in Tiers A-C.

Screen, then solicit

Pair the list with wealth screening before any solicitation.

Yellow dropdowns: filter by tier, fundraiser, constituency, gift type, planned or stock gift, DAF flag, or one Why Listed reason; sort by score, asks, largest gift, lifetime giving and more.

Switch to Editing first. The dropdowns don't work in Viewing mode - change it at the top right of the Excel ribbon.



Use the asks as a starting point, then measure

Watch-outs

- Every ask is at least $100K, so for smaller donors it can be far above anything they've given. Treat it as a starting point for qualification.
- Check Basis Donors and Reliability: a multiple from only a few donors is less certain.
- Six-figure donors with no prior gifts can't be found from gift history - research them separately.

Measures of success

Prospects qualified
from the list, by tier

Campaign commitments
by tier

Closed vs indicative
closed gifts against the indicative asks

A list of suspects, not a forecast

This dashboard surfaces suspects: donors whose giving looks like the donors who went on to make six-figure gifts to your organization. It can't tell you who will give. Most six-figure gifts come from engagement and cultivation, and those conversations are the only reliable way to forecast campaign gifts. Use the list as your starting point.

1 Suspects

This list: donors who look like your past six-figure donors, based on their giving behavior.

2 Engage and cultivate

Meet them, deepen the relationship and learn their interests.

3 Prospects

Donors with both the inclination and the capacity - the ones to build your campaign forecast on.

Using the list for major gifts

This analytic is built to find six-figure donors. To use it as a broader major gift list, size the asks this way:

First major gift

4-8x the donor's largest gift ever

5x is most common

Most fundraising consultants size a donor's first major gift ask in this range.

Example: largest gift $5,000 - ask $20,000-$40,000, most often $25,000.

Already a major donor

- Size the ask around their major gift history
- Add what you've learned through engagement about additional capacity
- Weigh their current commitment to your organization