



The Gift Table Starter Guide

A SIMPLE TOOL TO HELP YOU BUILD YOUR
MAJOR GIFTS FUNDRAISING PLAN

Start here

If you know how much you need to raise but aren't sure how to build a clear path to get there, you are not alone.

Many organizations set a major gifts goal and then find themselves asking:

- Who might give at that level?
- How many gifts do we actually need?
- Where should we focus our relationship-building time?

The gift table turns one big number into a structured, relationship-based plan your team can actually act on.

What is a gift table?

A gift table breaks your fundraising goal into the specific gifts needed to reach it.

Instead of viewing your goal as one large number, the gift table shows how many gifts you need and at what levels.

For example, a \$100,000 goal might include:

- 1 gift of \$17,500
- 2 gifts of \$12,500
- 3 gifts of \$7,500
- 8 gifts of \$3,000
- 15 gifts of \$750

This allows you to see not just the goal, but the structure behind getting there.

Using the gift table template

Step 1. Enter your major gifts goal
Start with the portion of your fundraising goal that will come from relationship-based giving.

Step 2. Review the suggested structure
The template provides a starting distribution of gifts. Adjust based on your organization's history and capacity.

Step 3. Align your giving levels
Make sure your giving ranges clearly connect to impact so your team can communicate consistently and confidently.

Step 4. Identify prospects
Aim to identify at least two qualified prospects for every gift you need at each level.

Step 5. Revisit regularly
Your gift table should evolve as relationships grow and your strategy becomes clearer.

A quick note

The gift table **is not** about reducing donors to numbers. It is a planning tool that helps your team focus your limited time and energy where relationships are most likely to grow. When used well, it supports more intentional, more human-centered fundraising.

DOWNLOAD THE TEMPLATE