Project Pyramid

Identify your top national/major funding project. Do your staff and Board agree?

Project title _____   ***Amount*** _____

Could ask (Names)   *#Major Donors*   *Amounts in each pyramid section*

*Total Major
Donors Needed*   *Total Amount:*

Directions

- Experiment (in pencil) with differing amounts in each pyramid section to reach the total amount needed.
- Insert the names of your highest current or potential donors into the blanks on the left. You will need two to three names for every gift required.
- Your top 10-15 donors should fund 60-80 percent of the project.
- Don't ask, "Will they give that amount?" Ask, "Is there any reason I could not invite them to give that amount?"