

Create a Gift Pyramid

Set Your #GivingTuesday and Year-End Goals

A giving pyramid allows you to visualize and break down your donation goal by donor level. Creating the pyramid helps you sanity-check your goal by plotting it out, rather than just guessing.

Set up your giving pyramid and think it through.

Map out a giving pyramid using your dollar goals and your number of donors. If it feels ambitious but achievable, then it is a great place to start with a first-year goal. If it seems too easy to achieve, boost the dollar amount. Seems too overwhelming? Take it down a notch.

Here's an example:

Goal: **Raise \$8,000 on #GivingTuesday.**

Build a giving pyramid using informed assumptions:

- Goal: \$8,000
- Existing donors in your database: 8,000
- 3% response rate: 43 donors

