



Childhood Dreams Built By You Campaign

Gifts Required to Achieve a \$12.3 Million Goal

(Gifts may be paid over three to five years)

A fundamental of fundraising for the capital development campaign for the Children's Museum of Phoenix is the identification, correct evaluation and thoughtful solicitation of the project's many friends and supporters. It is important for volunteers and prospective donors to be aware of the caliber of gifts required. A better solicitation effort and more meaningful response will result when each discussion is undertaken with this information in hand.

To maximize awareness, the following table offers specific standards of giving necessary to ensure the success of the capital development campaign and suggests to our volunteer workers and prospective donors the levels of support that must be achieved.

<i>Number of Gifts</i>	<i>In the Range of</i>	<i>Will Produce</i>	<i>Cumulative Production</i>	<i>% of Goal</i>
2	@ \$1,000,000 and Above =	\$2,000,000	\$2,000,000	16.2%
4	@ 500,000 - 999,999 =	2,000,000	4,000,000	32.5%
8	@ 250,000 - 499,999 =	2,000,000	6,000,000	48.7%
20	@ 100,000 - 249,999 =	2,000,000	8,000,000	65.0%
40	@ 50,000 - 99,999 =	2,000,000	10,000,000	81.3%
52	@ 25,000 - 49,999 =	1,300,000	11,300,000	91.8%
Events and many gifts under \$25,000 =		1,000,000	12,300,000	100.0%

126 Gifts of \$25,000 and Above