

Resurrection Baptist Church

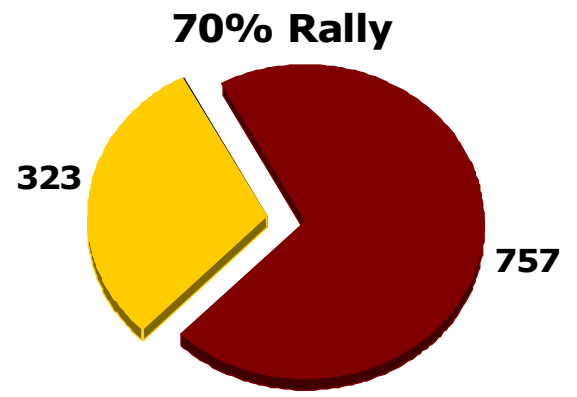


Mark Brooks

Senior Generosity Strategist

Giving Potential

Of 1,080 giving units to General Fund



RALLY TARGET: 757 commitments to Campaign

Giving Distribution

• Giving per category:	Forecast =	\$4,000,000
• Legacy Donors	20%	\$ 800,000
• Key Donors	60%	\$2,400,000
• Core (congregation)	20%	\$ 800,000
• Giving breakdown:	Commitments	Average Gift
• Legacy Donors	8	\$100,000
• Key Donors	132	\$ 18,182
• Core	617	\$ 1,297
• RALLY TARGET: 757	\$5,284	

Legacy Donor Giving Estimates

# of Commitments	Giving Amount	Total
1	\$200,000	\$200,000
1	\$150,000	\$150,000
2	\$100,000	\$200,000
2	\$75,000	\$150,000
2	\$50,000	\$100,000
8		\$800,000

Key Donor Giving Estimates

# of Commitments	Giving Amount	Total
7	\$45,000	\$315,000
12	\$35,000	\$420,000
15	\$25,000	\$375,000
25	\$20,000	\$500,000
24	\$15,000	\$360,000
25	\$10,000	\$250,000
24	\$7,500	\$180,000
122		\$2,400,000

The Process

Personalize It!

Cast Vision

Answer Questions

Appropriately Challenge

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