

Example of long-term donor value

	Year 1	Year 2	Year 3	Year 4	Year 5
Donors acquired	6,856	-	-	-	-
Cumulative Gifts	10,912	19,227	26,553	33,286	38,376
Cumulative Average Gifts Per Donor	1.6	2.8	3.9	4.9	5.6
Cumulative Revenue	\$3,002,975	\$4,877,466	\$7,051,333	\$10,781,172	\$13,695,731
Average Annual Gift	\$275	\$254	\$266	\$324	\$357
Long-term Donor Value	\$438	\$712	\$1,029	\$1,573	\$1,998