

## GIFT STRING CALCULATIONS

Appeal Maker's gift string calculations are based off of the following algorithms which have proven successful in raising gift values at appropriate dollar amounts.

We start building gift strings from the Last Gift Amount. The Last Gift Amount is from your uploaded recipient list. Based on the dollar amount, the calculations will start in 1 of the 3 levels below (*gift amounts are always rounded up to the nearest \$25 increment; empty or \$0 in Last Gift Amount field will result in your default gift string chosen at account setup*):

- **Level 1: \$0 - \$100**
- **Level 2: \$101 - \$300**
- **Level 3: \$301 and above**

**Level 1 (\$0 - \$100):** Level 1 starts at a lower dollar amount; this allows a higher jump in dollar amounts from one gift value to another. In this level we take the value from the previous column and multiply by  $1\frac{1}{4}$ .

- *Gift Value 1* = Last Gift Amount field, rounded up to the nearest \$25 increment
- *Gift Value 2* =  $1\frac{1}{4} \times$  Gift Value 1
- *Gift Value 3* =  $1\frac{1}{4} \times$  Gift Value 2
- *Gift Value 4* =  $1\frac{1}{4} \times$  Gift Value 3

1st Level \$0 to \$100	rounded up to next \$25	rounded up to next \$25	rounded up to next \$25
	$1\frac{1}{4} \times$ last column	$1\frac{1}{4} \times$ last column	$1\frac{1}{4} \times$ last column
Last Gift			
*\$25	\$50	\$75	\$100
\$75	\$100	\$125	\$175
\$100	\$125	\$175	\$225

**Level 2 (\$101 - \$300):** Level 2 starts at a mid-range value; to prevent large value jumps at these dollar amounts, we use a different calculation strategy. Starting with the rounded up Last Gift Amount, we will base the other 3 gift values on steadily increasing fractions of Gift Value 1.

- *Gift Value 1* = Last Gift Amount field, rounded up to the nearest \$25 increment
- *Gift Value 2* =  $1\frac{1}{4} \times$  Gift Value 1
- *Gift Value 3* =  $1\frac{1}{2} \times$  Gift Value 1
- *Gift Value 4* =  $1\frac{3}{4} \times$  Gift Value 1

2nd level \$101 to \$300	rounded up to next \$25	rounded up to next \$25	rounded up to next \$25
	$1\frac{1}{4} \times$ 1st column	$1\frac{1}{2} \times$ 1st column	$1\frac{3}{4} \times$ 1st column
Last Gift			
\$125	\$175	\$200	\$225
\$200	\$250	\$300	\$350
\$300	\$375	\$450	\$525

**Level 3 (\$301 and above):** Level 3 starts with your largest Last Gift Amounts (there is a Maximum Gift String override that was set at Account Setup to prevent gift strings from building to dollar amounts that are too large). To prevent asking your donors for dollar amounts that are too high, we use a stricter calculation. We start with the rounded up Last Gift Amount, we then base the other 3 gift values on smaller increasing fractions of Gift Value 1.

- *Gift Value 1* = Last Gift Amount, rounded up to the nearest \$25 increment.
- *Gift Value 2* =  $1\frac{1}{4}$  x Gift Value 1
- *Gift Value 3* =  $1\frac{3}{8}$  x Gift Value 1
- *Gift Value 4* =  $1\frac{1}{2}$  x Gift Value 1

3rd level \$301 and up	rounded up to next \$25	rounded up to next \$25	rounded up to next \$25
	1 1/4 X 1st column	1 3/8 X 1st column	1 1/2 X 1st column
Last Gift			
\$350	\$450	\$500	\$525
\$500	\$625	\$700	\$750
\$750	\$950	\$1,050	\$1,125
\$1,000	\$1,250	\$1,375	\$1,500