

# 2017 MAJOR GIFT BENCHMARK STUDY:

## HOW DOES YOUR ORGANIZATION COMPARE?

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### Average major gift



**Most repeated answer:**  
**\$1,000 to \$2,499**



**Median:** Half of the respondents reported that a major gift starts in this range or higher for their organization and half reported that it starts in this range or below.

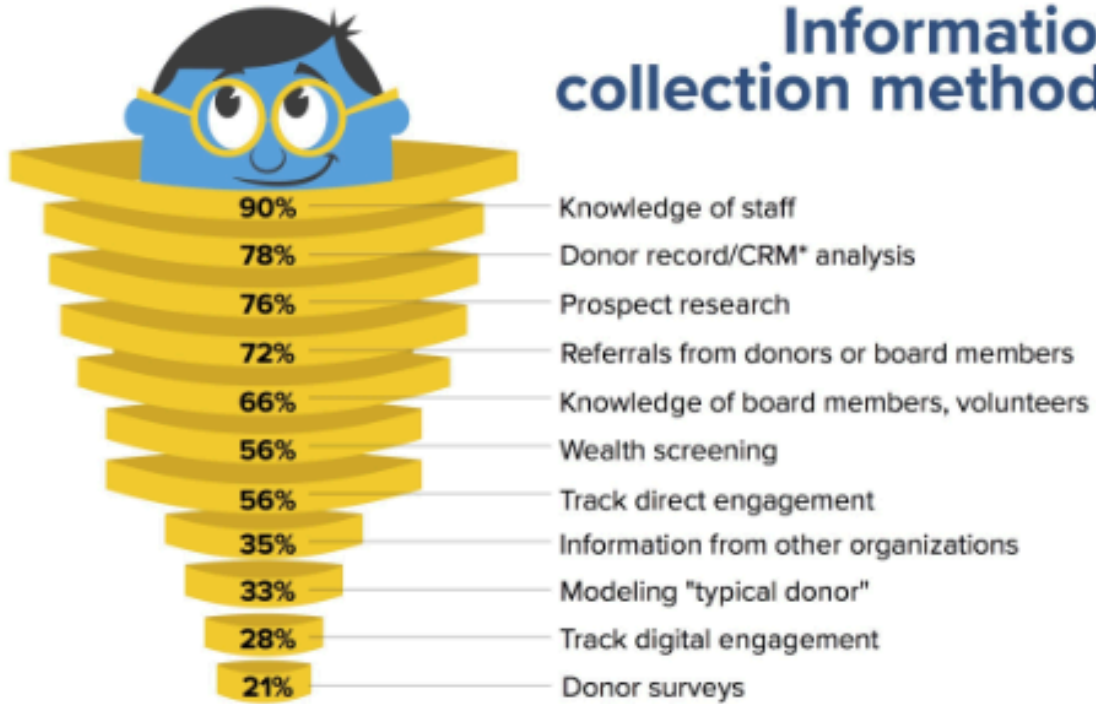
### Challenges impeding major gift fundraising



Survey respondents were asked to select their top three challenges from a list. Therefore, the percentages will not add up to 100%.



# Information collection methods



## Who is either planning, conducting a study or involved in a campaign?

Planning, conducting a study or involved in a campaign  
**59%**

Planning a campaign, 21%  
 Feasibility study, 6%  
 Quiet phase, 15%  
 Public phase, 14%  
 Some combination, 3%



Not in a campaign

**41%**



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