**Donation Packaging Worksheet**

**For \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Audience**

TIPS:

1. Start by identifying the suggested giving levels on your appeals in the “Amount” column and then work left to fill in the other columns.
2. Be sure the “amounts” identified are in line with the average gift from this audience.

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| --- | --- | --- | --- |
| **Name** | **Image** | **Description** | **Amount** |
| *Descriptive name for your donation*  | *Thumbnail image that corresponds to this giving level* | *Brief articulation of the impact of a gift at this level.**\*not necessarily a designation* | *Value of Gift*  |
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