

Tryql Donor Value Potential

Projected fundraising value based on donor count and average gift size

Key benchmark

\$25-\$35

average donation range

How to interpret the model

**Theoretical Value =
Number of Donors
× Average Donation**

This matrix estimates total donor revenue at different donor counts and gift levels.

The most practical planning range is **\$25-\$35 per donor**, which balances realistic giving behavior with meaningful revenue upside.

In that range, every 100 donors represents roughly **\$2.5K-\$3.5K** in projected value.

100
donors

**\$2.5K-
\$3.5K**

500
donors

**\$12.5K-
\$17.5K**

1,000
donors

**\$25K-
\$35K**

Target Range Revenue

Matrix

Focused on the most relevant average donation band:
\$25-\$35

Avg. gift	25	50	100	150	250	500	1,000
\$25	\$625	\$1,250	\$2,500	\$3,750	\$6,250	\$12,500	\$25,000
\$30	\$750	\$1,500	\$3,000	\$4,500	\$7,500	\$15,000	\$30,000
\$35	\$875	\$1,750	\$3,500	\$5,250	\$8,750	\$17,500	\$35,000

Planning takeaway: If Tryql sustains an average donation of **\$25-\$35**, then scaling from **250 donors** to **1,000 donors** increases theoretical value from **\$6,250-\$8,750** to **\$25,000-\$35,000**.