



ESCALE ADVISORS
Strategic Coaching. Advancement Leadership.

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Understanding Your Supporters

Current Year
(July 1 to today)

LYBUNT
(Not this FY, but last)

SYBUNT
(entire year plus since)

NYBUNT
(over 4 entire yrs/never)

Major, Leadership & Transformational Gifts
\$30k - \$1 million+
over three years

Lead Annual Gifts
\$1,000- \$9,999
yearly

Annual Gifts
\$1+
yearly

