

How to determine what your campaign goals really need with Claude.

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Enter your campaign goal, and Claude will draw a linear, hierarchical pyramid, with each level representing the required number of giveaways and how many potential customers are actually eligible to receive them. Dragging the goal will cause the entire pyramid to be rebuilt. This is very useful when you are considering whether a campaign is feasible before deciding to launch it.

1. Job Description

Every development director has at some point built a gift pyramid, usually on a spreadsheet the week before conducting a feasibility study. Filling in the tiers is fairly simple, but what the spreadsheet often hides is the calculation of the number of potential donors behind it. Securing three fundraising rounds at the \$100,000 level means needing between nine and twelve qualified potential donors at that level, and most medium-sized organizations only have four or five. That gap is the real question of feasibility, and that's a number that isn't revealed until someone forces it to appear.

For example, a development director is considering a \$2 million campaign and wants to see what's needed before committing to a feasibility study. Claude draws a pyramid that corresponds to the calculation of the number of potential sponsors displayed at each level, and clicking on any level indicates the gap between what the campaign needs and what a typical organization of similar size actually has.

Chúng ta đang xem xét một chiến dịch với số vốn 2 triệu USD. Hãy cho tôi thấy kim tự tháp triển khai cần thiết trông như thế nào, nghĩa là cần bao nhiêu nhà tài trợ ở mỗi bậc và có bao nhiêu nhà tài trợ tiềm năng ở vị trí nào cho mỗi bậc. Hãy cho phép tôi kéo mức tiêu và xem hình dạng thay đổi, đồng thời ánh xạ các cấp độ mà tôi có thể đang thiếu hụt.

2. Provide context for Claude.

A target number is sufficient to obtain the basic pyramid shape. Claude uses standard campaign math (approximately 1/3 of the target from one or two top contributions, decreasing across five or six levels, with a lead-to-gift ratio of 3:1 or 4:1 at each level) to fill the rest. Asking Claude to "mark areas where there might be

shortfalls" will help you pinpoint lead gaps rather than just the number of gifts.

Required context

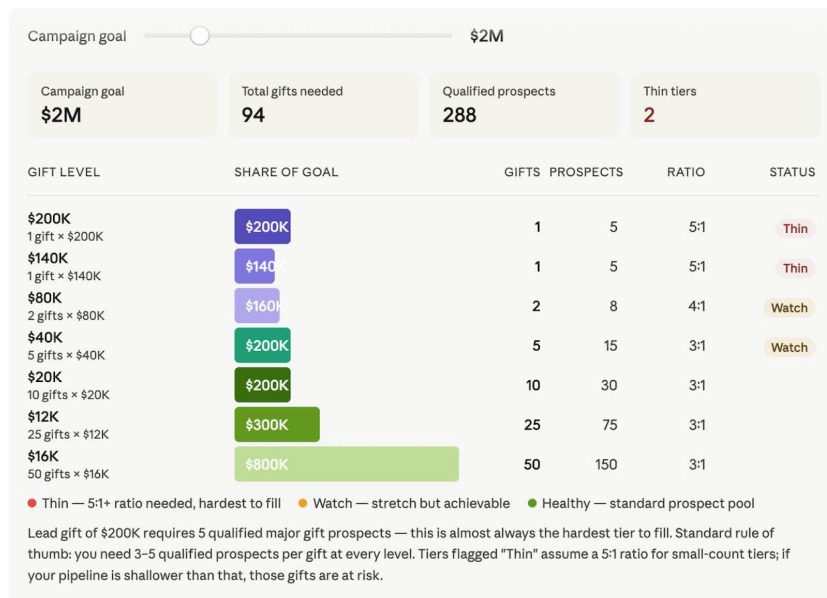
No upload required. Enter the numbers directly into your prompt.

3. What Claude created

Claude drew a pyramid of 5 or 6 levels, each displaying three numbers: the gifting scope, the number of gifts the campaign needed at that level, and the actual number of eligible leads. A slider at the top allows you to drag the goal and see each level restructured. Clicking on any level brings up a short note comparing the lead requirement to a typical sales process, which is where the real feasibility question arises.

· Built the gift pyramid with prospect ratio checks per tier

Here's what \$2M breaks into at standard campaign ratios. Drag the goal slider and every tier recounts — including the prospect pool each one needs behind it.



The header numbers tell the story fast: **94 total gifts, 288 qualified prospects, and 2 tiers flagged Thin.** That Thin label — on the \$200K and \$140K tiers — means the prospect-to-gift ratio is at 5:1, which is the hardest ratio to fill. One lead gift at \$200K requires *five* qualified prospects with both the capacity and an existing relationship. Most orgs at this campaign size can name three.

Watch tiers (\$80K and \$40K) are stretch-but-achievable — the 4:1 and 3:1 ratios are closer to what a typical pipeline holds. **Healthy** tiers at the bottom have enough names that the close rate matters less. If your pipeline is shallower at the top than this standard assumes, those top gifts are at risk — which is the feasibility question before the feasibility study.

Click any tier to see the gap spelled out, or drag the goal to \$1.5M and watch the top tiers drop a ratio notch.

[Check against my actual prospect list →](#)

[What if the lead gift is smaller? →](#)

4. Subsequent prompts

Continue the conversation with Claude to refine, expand, or explore further.

Click on a level to see the distance.

Click on any level and Claude will compare the potential customer's request to a typical sales process for an organization of a similar size to yours, highlighting the gap and two or three ways campaigns typically address it.

T?p ??trung vào c?p ?? t? 100.000 ??n 250.000 USD. Tôi th?c s? c? n bao nhiêu khách hàng ti?m n?ng ?? ?i?u ki?n? M?t t? ch?c ?i? n hình có quy mô t??ng ???ng v?i t? ch?c c?a tôi có bao nhiêu khách hàng ti?m n?ng ? m?c ?ó, và các chi?n d?ch th??ng th?c hi?n gì v?i kho?ng cách l? n nh? v?y?

Claude was asked to redraw the pyramid with a constraint.

The top of the pyramid bears most of the weight, so telling Claude that your lead's contribution is limited will change everything below it.

V? l?i kim t? thấp gi? s? kho?n ?óng góp khách hàng ti?m n?ng c?a chúng ta ??t m?c t?i ?a là 250.000 USD. ?i?u ?ó ?nh h??ng nh? th? nào ??n ph?n còn l? ?i c?a kim t? thấp, và áp l?c s? chuy?n sang ?âu?

Claude was asked to transform the pyramid into a customer nurturing process.

The gift pyramid is just a quick glance, but the real question of feasibility lies in time. Claude could extend each tier over a period of several months, which is typically needed to nurture leads and close deals.

??i v?i m?i b?c, hãy cho tôi m?t ti?n trình nuôi d??ng ??c ch?ng, ngh? a là m?t bao lâu t? cu?c trò chuy?n th?c s? ??u tiên ??n khi ch?t ?? n, và trình bày nó ?? tôi có th? xem li?u m?t chi?n d?ch 18 tháng có th?c t ? hay không d?a trên tình hình hi?n t?i c?a kênh bán hàng.

5. Tips, tricks, and troubleshooting

The way you phrase your question will shape what you get in return.

Asking about "the qualified leads you actually need" is what highlights the 3:1 calculation instead of just the number of gifts. A simpler question like "show me a gift pyramid" often creates tiers without actual testing of the sales funnel, which is a spreadsheet you already know how to build. "Marking my weak points" tells Claude that comparisons are needed instead of just stating requirements.

Compare the image to your own understanding.

The lead conversion rate Claude uses is a general industry rule, and your actual conversion rate may be better or worse. If you've run campaigns before and know your top conversion rate is close to 2:1, tell Claude so the lead conversion rate can be adjusted accordingly. The pyramid model is a test of resilience, not a judgment on whether or not to implement it.

What's the next step with the image?

Hover over the pyramid model to see options to copy it as an image for a presentation to the board or campaign committee. Save it as a document if you want to incorporate it into a live feasibility discussion and pull the goal while stakeholders track changing prospect requirements. You can also ask Claude to write a feasibility memo, turning the gap in each level into a paragraph you'll give to the consultant or board chair.

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