

Concentrated Returns

Even Returns

High Opportunity
Low Need

Low Opportunity
High Need

Increasing Likelihood of Lead Donorship

The figure is a 2D vector field plot. The vertical axis represents the level of returns, with 'Concentrated Returns' at the top and 'Even Returns' at the bottom. The horizontal axis represents the balance of opportunity and need, with 'High Opportunity Low Need' on the left and 'Low Opportunity High Need' on the right. The plot area is filled with a color gradient from dark blue (bottom right) to dark red (top left), with intermediate shades of light blue and pink. White arrows are distributed throughout the plot, indicating a vector field. The arrows generally point from the bottom right towards the top left, following the color gradient. The text 'Increasing Likelihood of Lead Donorship' is written diagonally across the center of the plot, from the bottom right towards the top left, indicating that the likelihood of lead donorship increases in that direction.