

Concentrated Returns

Even Returns

High Opportunity  
Low Need

Low Opportunity  
High Need

Increasing Likelihood of Lead Donorship

The diagram is a square plot with a color gradient from dark blue at the bottom-left to red at the top-right. A series of white arrows are distributed across the plot, generally pointing from the bottom-left towards the top-right, with their angle increasing as they move towards the top-right. The text 'Increasing Likelihood of Lead Donorship' is written diagonally across the center of the plot, following the general direction of the arrows.