

Fund Raising Module #1

***Fund Raising Today***

* Moved from era of quantity to era of quality
	+ quantity – lots of $500 donors
	+ quality – fewer $5,000 donors
* Today’s Donors
	+ younger donors are less loyal
	+ more competition for available funds
	+ retention of donors is critical
* Men are “institutional” donors
	+ men give to people who ask
* Women are “cause oriented” donors
	+ women are concerned about who receives
* What donors want
	+ prompt acknowledgement
	+ confirmation their gift is working
	+ impact their gift had

“People give money to people who support worthy causes”