

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”