

Fund Raising Module #2

***Who Contributes??***

* Classes of contributions
  + 72% - individuals
  + 15% - foundations
  + 8% - bequests
  + 5% - corporations
* Donor Development Process
  + Cultivation
    - process of developing prospects
  + Solicitation
    - asking!!
  + Stewardship
    - thank you
    - what happened to their money
    - keeping donor retention

“People give money to people who support worthy causes”