

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”