

Fund Raising Module # 6

**On Giving…**

***Donors give to:***

* make a difference
* share their good fortune
* express their beliefs in a tangible way
* invest in worthy causes
* demonstrate their commitment
* respond to an invitation from someone they respect
* join with others they know and trust
* accept an opportunity to change the status quo

***Donors give when:***

* They are involved in the organization or cause
* Representatives from the organization really listen to them
* Emotions are attired or hearts are touched
* They are confident that contributions are used wisely and with care
* Someone they know and respect asks them to give
* They are clear about the organizations need for resources to accomplish its goals
* They understand that their gift will really make a difference
* They wish to pay tribute to someone through a charitable contribution
* They support the mission and want it to go forward
* They received appropriate recognition for the gift
* They feel good about donating to a deserving organization that produces results
* They want to payback a personal debt (an organization helped them)

***People Fail to Give Because:***

* Solicitation came infrequently or poorly
* Information was lacking about the difference their gift made
* They never felt wanted or needed
* The organization did not ask their opinions or include them in plans or programs
* They received no direct, personalized appeal by someone excited about the organizations accomplishments
* No one asked them to give again, to consider giving more, or to help find others to give
* They gave in the past and their gift went unacknowledged