



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