




Specific Gift Programs

Progression of Giving Chart

	ANNUAL FUND GIFT	MAJOR GIFT \$10,000 +	ULTIMATE GIFT \$ 100,000+
Purpose:	Operational Needs	Building Equipment Programs	Building Endowment
Type:	Sustaining Gifts	Special and Major Gifts (10 times Annual Gift)	Special and Major Gifts
Characteristics:	Frequently Given Frequently Asked For Decision is Rational Decision Made Quickly	Infrequently Given Infrequently Asked For Decision Becomes Emotional Stop-and-Think Gift Takes Longer for Decision Spouse Almost Always Involved	May Involve Combina- tion of Giving Methods Long Term Relationships Takes Longer and More Study for Decision Receive Professional Input
Strategy:	Special Projects and Activities Seek Broad Based Support Begin Lifelong Relationship Little Cultivation Required  CULTIVATE	Market Institution's Mission Focus on Select Audience Foster Strong Personal Relationship Regular Cultivation Best of the Right "Askers"  CULTIVATE	Total Commitment to Institution's Mission Intensive Cultivation Right Single "Asker"  CULTIVATE
Methods:	Direct Mail Mass Marketing Special Events Community Programs Personal Solicitation	Personal Solicitation (Several Contacts) Special Events (to Focus Attention & Cultivation) Direct Mail (for information, Cultivation)	Personal Solicitation Direct Mail and Topical Newsletters Special Projects & Events for Involvement & Cultivation
Recognition:	Giving Clubs Plaques Annual Honor Roll	Giving Clubs Naming Opportunities Donor Recognition Event	Naming Opportunities Individual Donor Recognition Event

Giving to Charities Chart

