

The Top 21 Reasons Why People Give

1. ____ Community responsibility and civic pride
2. ____ Regard for staff leadership
3. ____ Fiscal stability of the institution
4. ____ Belief in the mission of the institution
5. ____ Respect for the institution locally
6. ____ Regard for volunteer leadership of institution
7. ____ Serves Board of Trustees, a major committee, or other entity of the agency
8. ____ Respect for institution in a wider circle – region, nation, state
9. ____ Has history of being involved in the institution
10. ____ Appeal and drama of campaign material
11. ____ Leverage of influence of solicitor
12. ____ Interest in a specific program within the project
13. ____ Was involved at one time in the activity of the institution –personal benefit
14. ____ Religious/Spiritual affiliation with the institution
15. ____ Recognition of the gift
16. ____ The uniqueness of the project or the institution
17. ____ To challenge or encourage other gifts
18. ____ Is actually involved in the campaign program
19. ____ To match a gift or gifts made by others
20. ____ Memorial opportunity
21. ____ Tax consideration

(Taken from Mega Gifts by Jerold Panas)