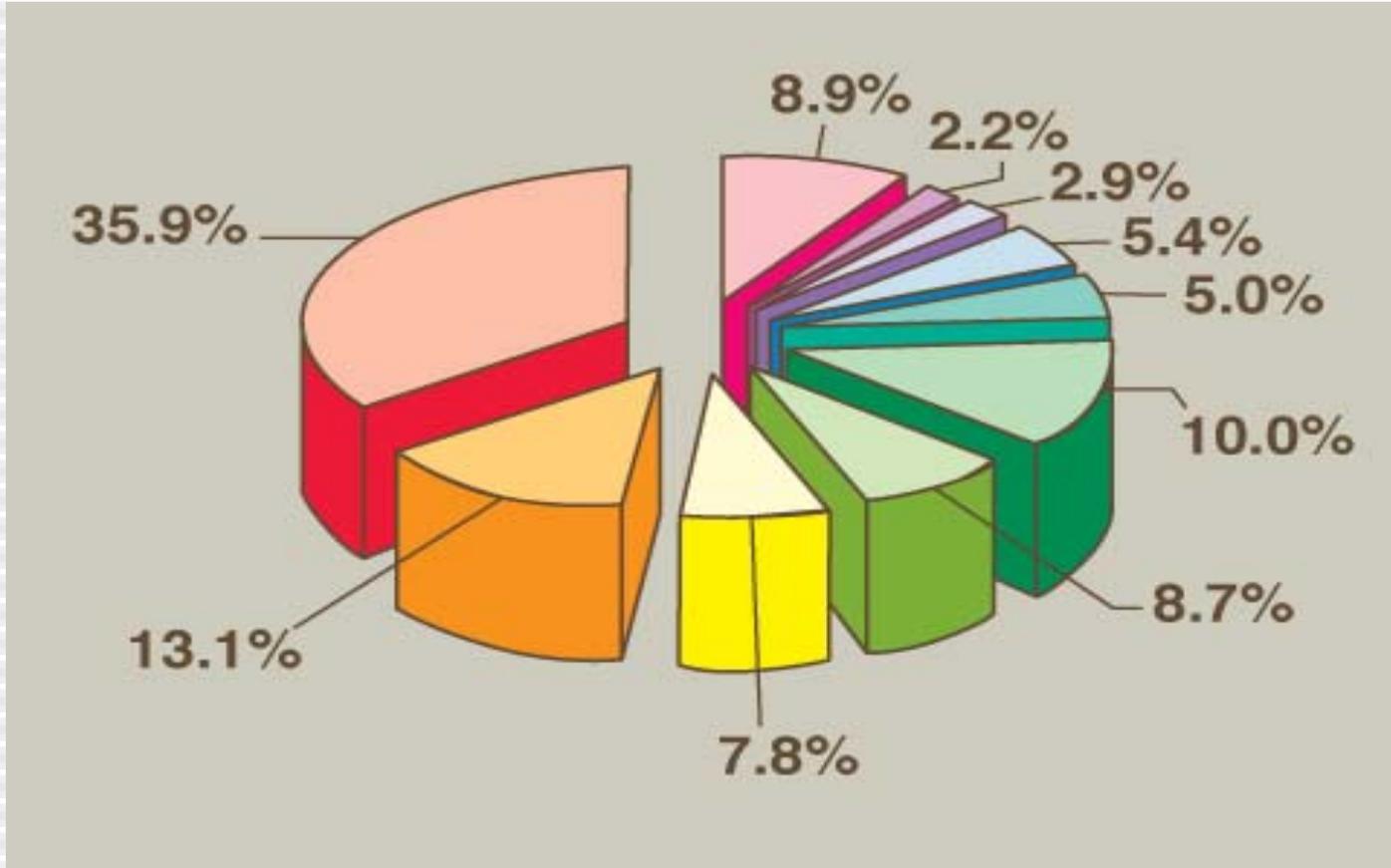


# Individual Giving

Reaching Fund Raising Goals

# The Receiving Pie



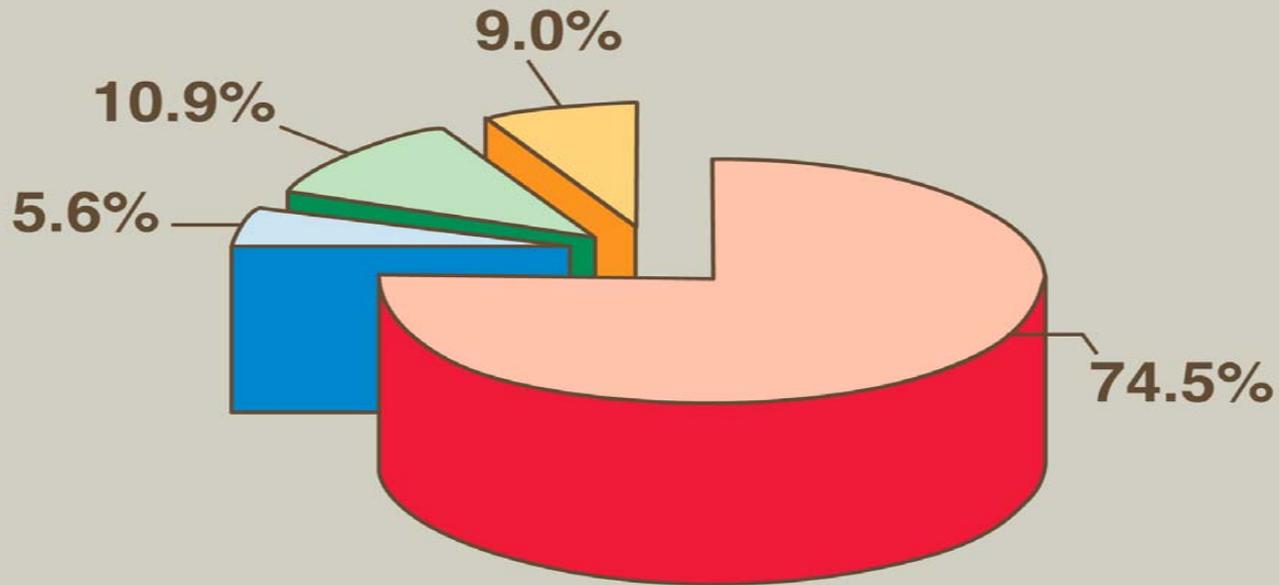
# The Receiving Pie

- Faith-based 35.9%
- Education 13.1%
- Gifts to Foundations 8.9%
- Health 8.7%
- Human Services 7.8%
- Arts, Culture, Humanities 5.4%
- Public / Society 5.0%
- Environmental / Wildlife 2.9%
- International Affairs 2.2%

# Expand Your Scope

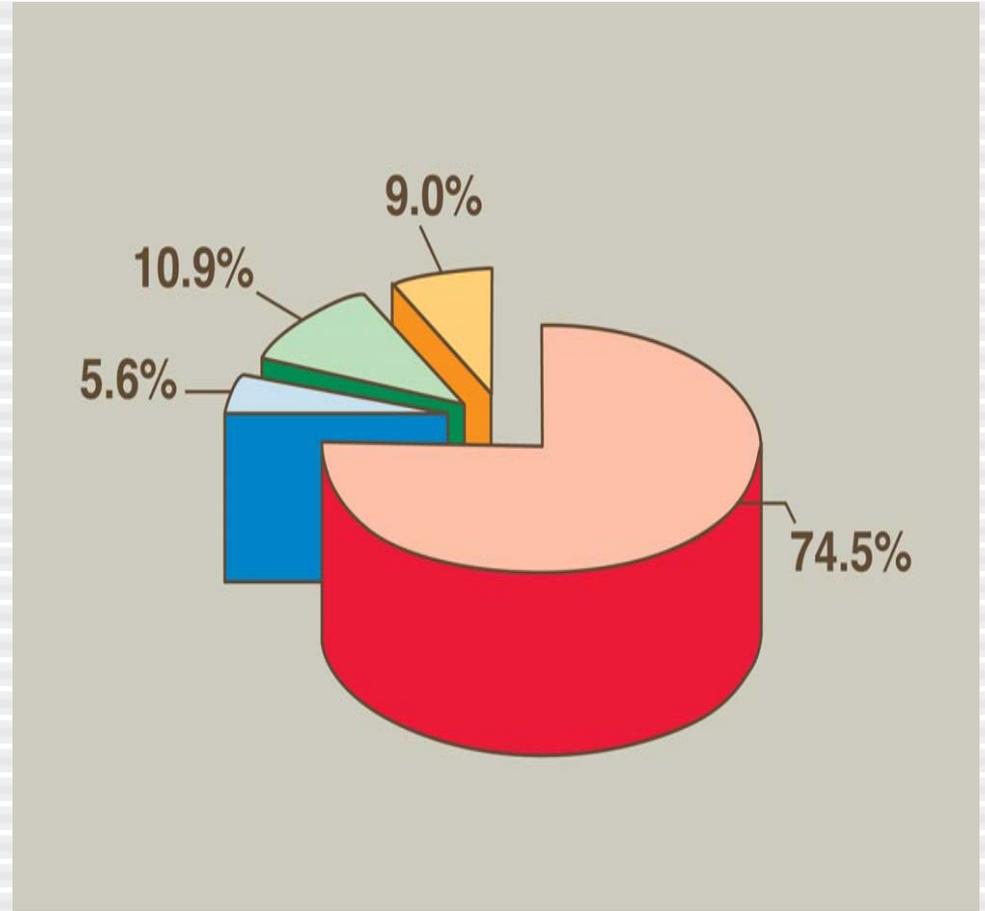
	CURRENTLY RECEIVE \$ FOR	CAN PURSUE \$ FOR
Education		
Human Services		
Health		
Faith-based		
Arts		
Public Safety		
Other		

# The Giving Pie



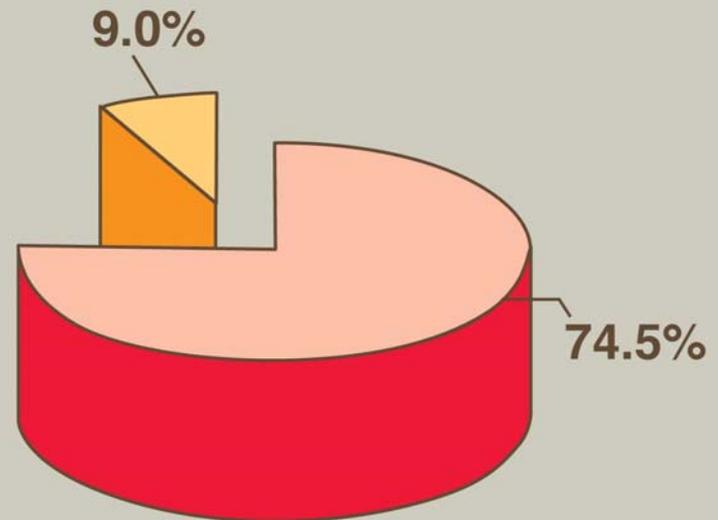
# The Giving Pie

- Individuals 74.5%
- Foundations 10.9%
- Bequests 9.0%
- Corporations 5.6%



# Individual Giving

- Bequests  
9.0%
- Individuals  
74.5%



# Scale of Giving

Target: \$100,000

# OF GIFTS	RANGE AMT.	TOTALING
<b>40% of Target</b>		
1	\$10,000	\$10,000
2	\$7,500	\$15,000
3	\$5,000	\$15,000
<b>35% of Target</b>		
6	\$2,500	\$15,000
10	\$1,000	\$10,000
20	\$500	\$10,000
<b>25% of Target</b>		
40	\$250	\$10,000
60	\$150	\$9,000
120	\$50	\$6,000

# Action Planning

What	Who	When	Done
<b>Identify fund raising goals</b>			
<b>Create fund raising team</b>			
<b>Develop prospect database</b>			
<b>Choose approach (Phone, Mail, Event)</b>			
<b>Make the ask</b>			
<b>Track results</b>			

# Action Planning Steps

- Identify fund raising goals
- Create fund raising team
- Develop prospect database
- Choose approach (Phone, Mail, Event)
- Make the ask
- Track results

# Resources

- *The Foundation Center Online* at [www.fdncenter.org](http://www.fdncenter.org)
- *Giving USA 2003 – AAFRC Trust for Philanthropy*
- *SustainAbility Online, Resource Development Dynamo* at [www.SustainAbilityOnline.com](http://www.SustainAbilityOnline.com)