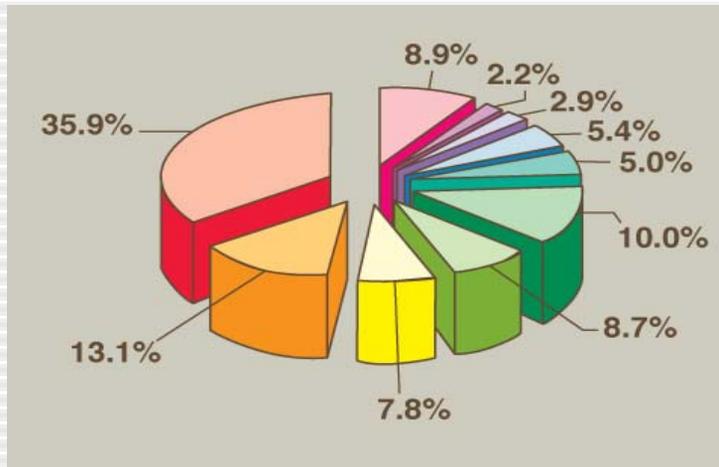


Individual Giving

Reaching Fund Raising Goals

The title slide will appear when your slide show begins. Press your mouse button or the space bar to reveal the subtitle “Reaching Fund Raising Goals.” You may choose to display the title slide while you are introducing yourself and welcoming your audience.

The Receiving Pie



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This graphic depicts areas of funding received by organizations and compares funding distribution to these areas. Ask your audience to identify which type of programming receives the greatest slice of this pie.

The Receiving Pie

These are the areas of funding depicted by the receiving pie. Did your audience guess correctly? Consider where your programs current funding is received from. Ask whether you are receiving funding for all the types of activities you perform.

Expand Your Scope

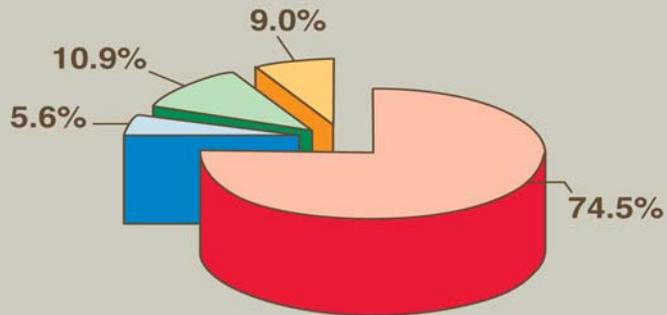
	CURRENTLY RECEIVE \$ FOR	CAN PURSUE \$ FOR
Education		
Human Services		
Health		
Faith-based		
Arts		
Public Safety		
Other		

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4

This table prompts a discussion about which funding to pursue appropriate to program activities. Ask what would the case for support be to receive funding from new areas?

The Giving Pie



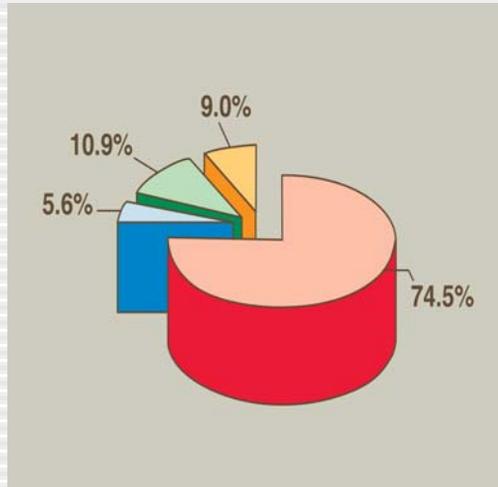
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5

This pie depicts where funds come from. Ask your audience to guess which funding source gives the most.

The Giving Pie

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



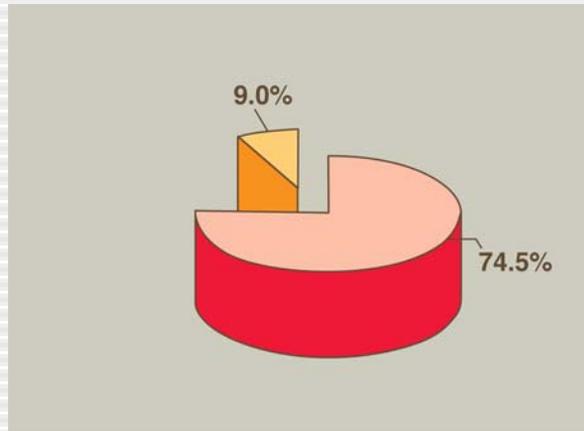
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6

Reveal this slide and ask your audience if the facts surprise them. Individuals clearly give the greatest amount of total funds.

Individual Giving

- Bequests
9.0%
- Individuals
74.5%



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Ask what percentage of funding needs are currently pursued from individuals by the program. Note that Bequests are included as gifts from individuals.

Scale of Giving

Target: \$100,000

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

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8

In order to reach funding goals from individual giving, a range of target amounts to request from the right number of individuals is necessary. This is a sample scale of giving to review with your team. Based on current funding goals, ask your audience to calculate the combination of number of gifts and range amounts needed to reach the target. A handout of the Scale of Giving is available for use in this discussion.

Action Planning

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

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9

Ask your audience to consider the tasks required to take action and begin to assign responsibilities for moving forward with raising needed funds from individual givers. An Action Planning Worksheet is provided to use for this part of the discussion.

Action Planning Steps

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

Use this slide to engage your audience in a discussion around each step of the action plan. Be sure each task has a lead person and a timeline assigned to it before moving on to discuss the next step. Guide this by revealing the each step one at a time using your space bar or mouse button to proceed.

Resources

- *The Foundation Center Online* at www.fdncenter.org
- *Giving USA 2003* – AAFRC Trust for Philanthropy
- *SustainAbility Online, Resource Development Dynamo* at www.SustainAbilityOnline.com

You may choose to end on this slide to provide further sources for those who would like to do additional reading.