

SOURCES OF GIVING

To help build your program's leadership awareness of the benefit of multiple Sources of Giving, explore with them these 6 sources below. In each center wedge, list the application(s) of the corresponding giving source to your program's needs.

CORPORATE ADVANTAGES

- Source of non-cash/in-kind donations
- Can give big money
- Provide potential volunteer pool of employees with technical assistance
- Involves fewer staff/volunteers to solicit support for grant support
- Likely to support groups that assist in improving the quality of life for employees
- In addition to charitable community support, can tap into advertising budget
 - Source of people-power through employees

CORPORATE CHALLENGES

- Represent only 5% of giving in the U.S.
- Usually fund restricted programs
- Usually do not give large gifts to support operating budget needs
 - Many groups give through United Way
 - Less dependable than individual gifts
 - More conservative givers
 - Publicity Focus

INDIVIDUALS CHALLENGES

- May require 2-3 yrs to identify, interest, and involve donors
- Require many gifts to reach budget goal
- Involves more people & volunteers to generate successful fund raising

INDIVIDUALS ADVANTAGES

- Give more than 85% of all gifts in the US
- Require less reporting
 - Renew support each year if asked
 - Support annual and operating budget
 - Respond to letters, calls, follow-up, etc.
 - Will support more controversial purposes
- Involve many people and volunteers to advocate support, contribute towards mission
- Provide a planned giving base for support

CIVIC ORGS & CLUBS

ADVANTAGES

- Good way to receive support from such groups as the Lions, Rotary, sororities/fraternities, religious groups, etc.
- Gift reflects well on non-profit's legitimacy
- May coax multi-yr gifts
- Good source of volunteers

CIVIC ORGS & CLUBS

CHALLENGES

- Usually attract smaller levels of support
- Involves more presentations, meeting with many people

FEDERATED ORGS

ADVANTAGES

- Workplace giving technique applied by such groups as Associated Black Charities, etc.
- Worthwhile association due to high standards
- Some standards require that non-profit be run by volunteers, have annual audits, have policies of nondiscrimination, etc.
- Offers training
- Payroll deduction method of support makes giving larger gifts easier
- Raise money at relatively low costs
- Takes fewer people on non-profit beneficiary's part to raise support

FEDERATED ORGS

CHALLENGES

- Competition, as always, is fierce
- Donors fear their gifts disappear into an amorphous pool of money
- Corporate employees often feel coerced to give
- Increased accountability is demanded; evaluative measures are needed

GOVERNMENT

ADVANTAGES

- Can give big money
- Currently pays about 25% of US non-profit bills
 - Serve as excellent sources for capital funding often with a matching requirement
- Represent an additional source of support
- Involves few people to solicit support

GOVERNMENT

CHALLENGES

- Can only give for a limited time - funding may end
- Expensive RFP process, bookkeeping, etc.; time lags in payments, services not covers, vouchers not accepted
- Require regular, detailed, lengthy reporting
- Usually do not fund controversial programs or causes
- Do not promote much buy-in from the private sector

FOUNDATIONS

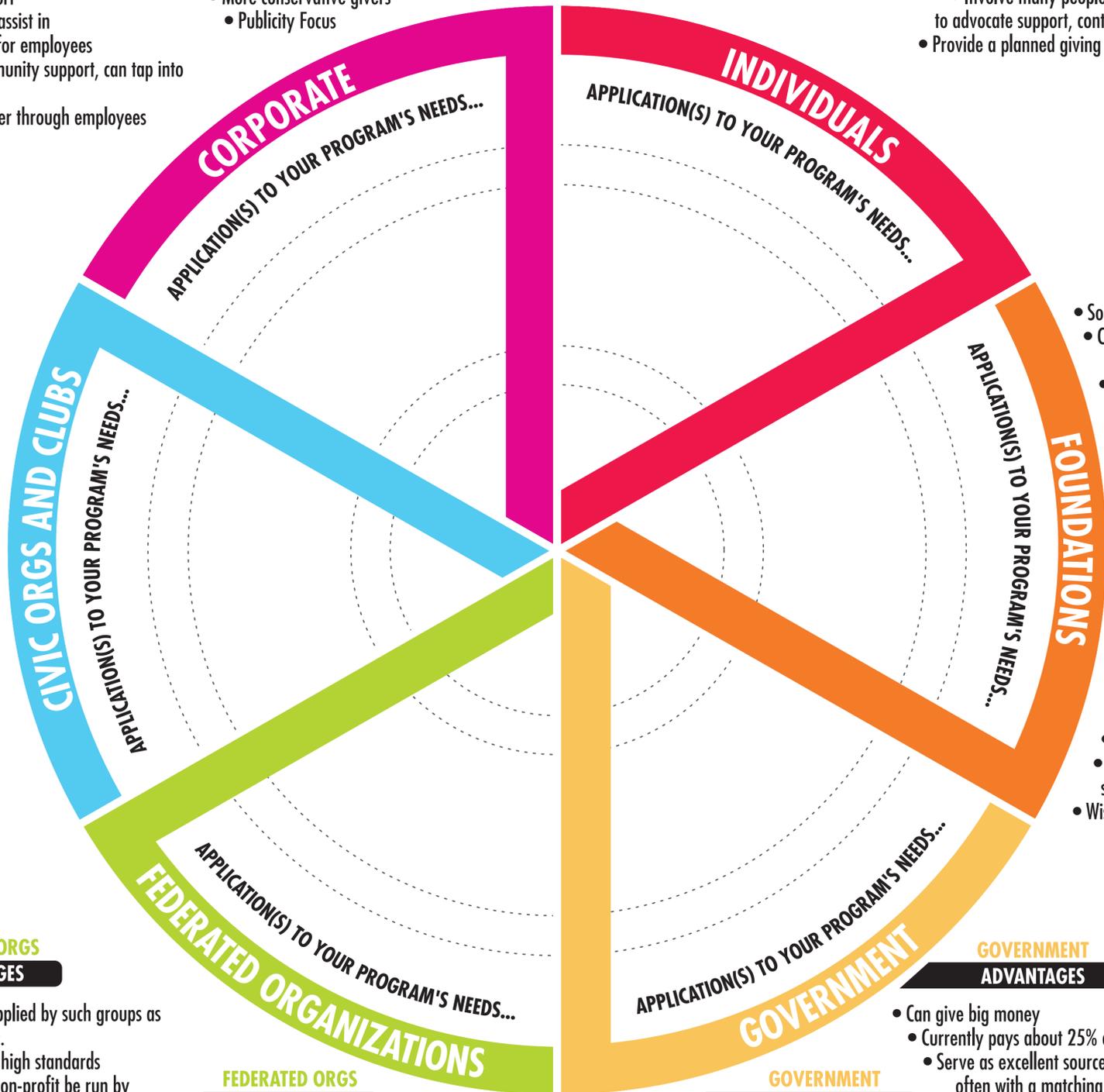
ADVANTAGES

- Great seed support for new ventures
- Sometimes willing to take risks
- Can give big money - proposals are cost-effective
- Always looking for new specific programs to fund
- Represent an additional source of support
- Involves few people to solicit support

FOUNDATIONS

CHALLENGES

- Represent only 10% of US giving
- Giving depends on market and investments
- Limited support for 3-5 years
- Rarely fund operating support
- Wish to support non-profits with diverse sources of support



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