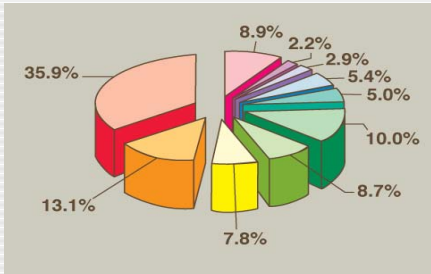


Individual Giving

Reaching Fund Raising Goals

The Receiving Pie



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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%

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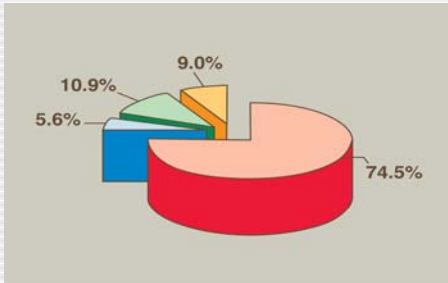
Expand Your Scope

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

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The Giving Pie

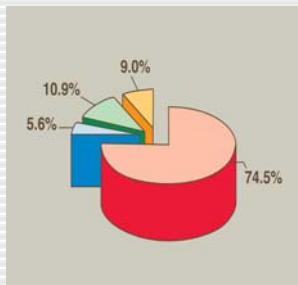


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The Giving Pie

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

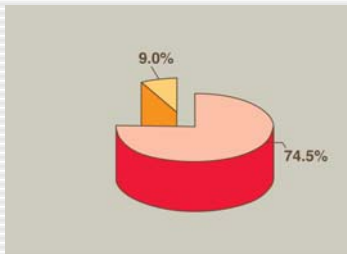


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Individual Giving

- Bequests
9.0%
- Individuals
74.5%



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