

THE FIVE TYPES OF GIVERS

Source of Contributions	Types of revenues	Benefits	Concerns
<ul style="list-style-type: none"> ▪ Individuals 	<ul style="list-style-type: none"> ▪ Cash ▪ Securities ▪ Property ▪ Bequests 	<ul style="list-style-type: none"> ▪ Largest givers of charitable dollars ▪ Most unrestricted ▪ Unlimited growth potential ▪ High return on investment for face to face solicitation ▪ High retention rates after 2nd year ▪ Fairly predictable 	<ul style="list-style-type: none"> ▪ People intensive ▪ Getting new donors can be costly if use mail, TV, radio or print ▪ Requires programming that appeals to the public and engages giving constituencies
<ul style="list-style-type: none"> ▪ Corporations and Businesses 	<ul style="list-style-type: none"> ▪ Grants and donations ▪ Goods and services ▪ Matching gifts ▪ Royalties ▪ Contracts 	<ul style="list-style-type: none"> ▪ Potential for large gifts ▪ Often unrestricted 	<ul style="list-style-type: none"> ▪ Need to align with business interests ▪ Need to get business leadership involved in your organization ▪ Businesses avoid controversy & social advocacy
<ul style="list-style-type: none"> ▪ Foundations 	<ul style="list-style-type: none"> ▪ Grants ▪ Program-related investments 	<ul style="list-style-type: none"> ▪ Relatively high return on investment ▪ Potential for large gifts ▪ Seed money for new programming ▪ Sometimes operating support if family foundations 	<ul style="list-style-type: none"> ▪ Time & project limited ▪ Usually restricted to programs ▪ No use for lobbying ▪ May require extensive paperwork ▪ Most foundations are family foundations ▪ Highly competitive
<ul style="list-style-type: none"> ▪ Government 	<ul style="list-style-type: none"> ▪ Grants and contracts ▪ Third-party payments ▪ Subsidies and loans 	<ul style="list-style-type: none"> ▪ same as Foundations above 	<ul style="list-style-type: none"> ▪ same as Foundations above
<ul style="list-style-type: none"> ▪ Earned Income 	<ul style="list-style-type: none"> ▪ Training fees ▪ Conference fees ▪ Speaking fees 	<ul style="list-style-type: none"> ▪ Largest source of nonprofit dollars ▪ Doesn't require 	<ul style="list-style-type: none"> ▪ Need to align with mission ▪ May have tax

	<ul style="list-style-type: none">▪ Publications sales▪ Merchandise sales▪ Business revenues	charitable intent	<ul style="list-style-type: none">▪ implications▪ Requires strong business planning
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