

WHERE DOES THE MONEY COME FROM?
...in a major gifts campaign

1. Most of the money comes from a small number of gifts.
2. Nationally, 80% or more comes from individuals; less than 20% comes from corporations and foundations.
3. The first gifts come from the board of directors.
4. Then come the largest gifts (hopefully, some are from individual board members).
5. The first and best gifts come from those closest to the organization.
6. Broad-based gifts for smaller amounts come later on.