

Why People Make Major Gifts

A prospective donor will consider making a significant contribution to your campaign, if:

1. They have some significant relationship with your organization.
2. They have the resources to make a large gift.
3. They agree that your fundraising project is worthwhile.
4. They feel that their gift makes an importance difference.
5. They are asked to give by a peer.
6. They feel that their gift is appreciated and adequately recognized.