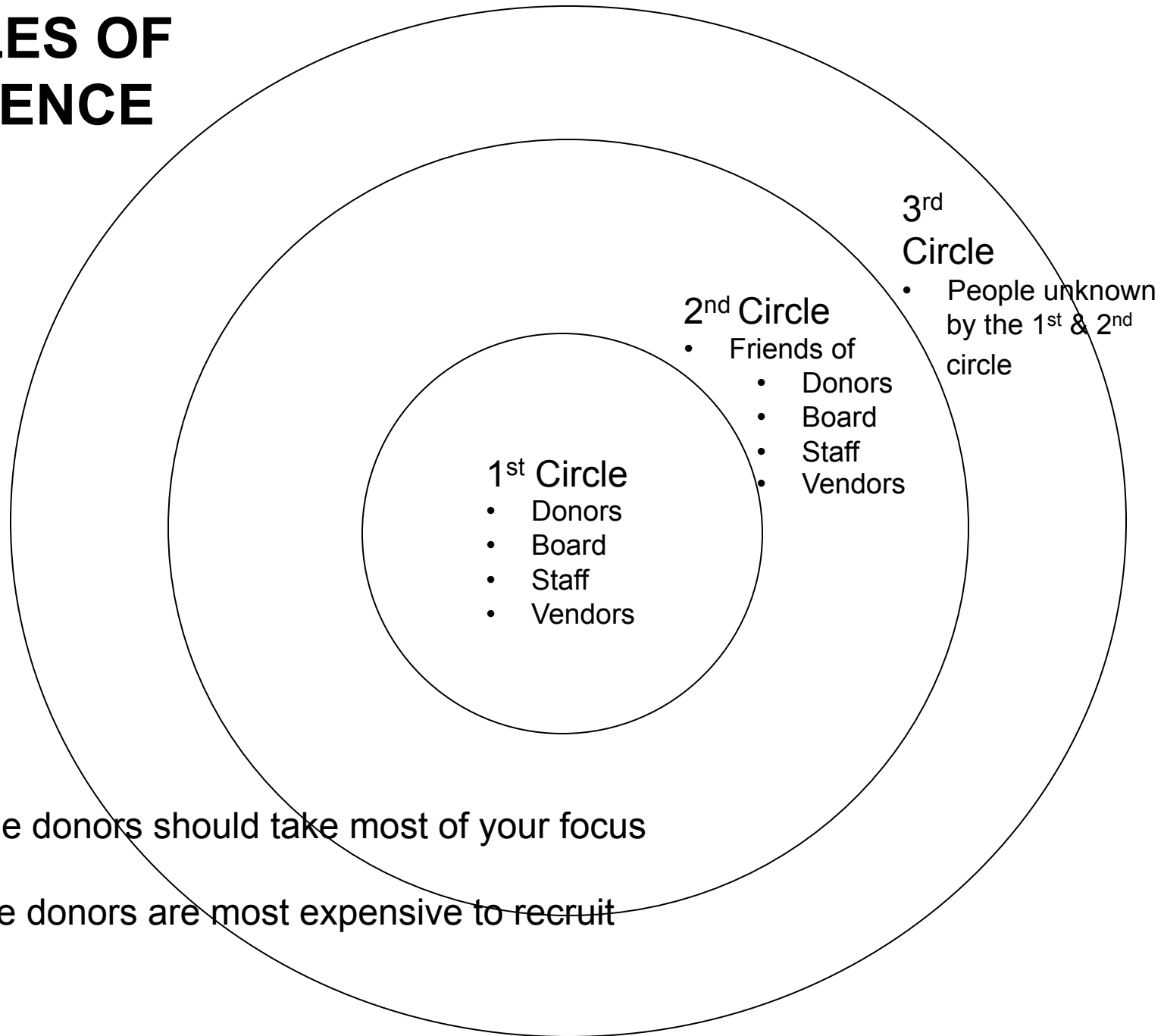


# CIRCLES OF INFLUENCE



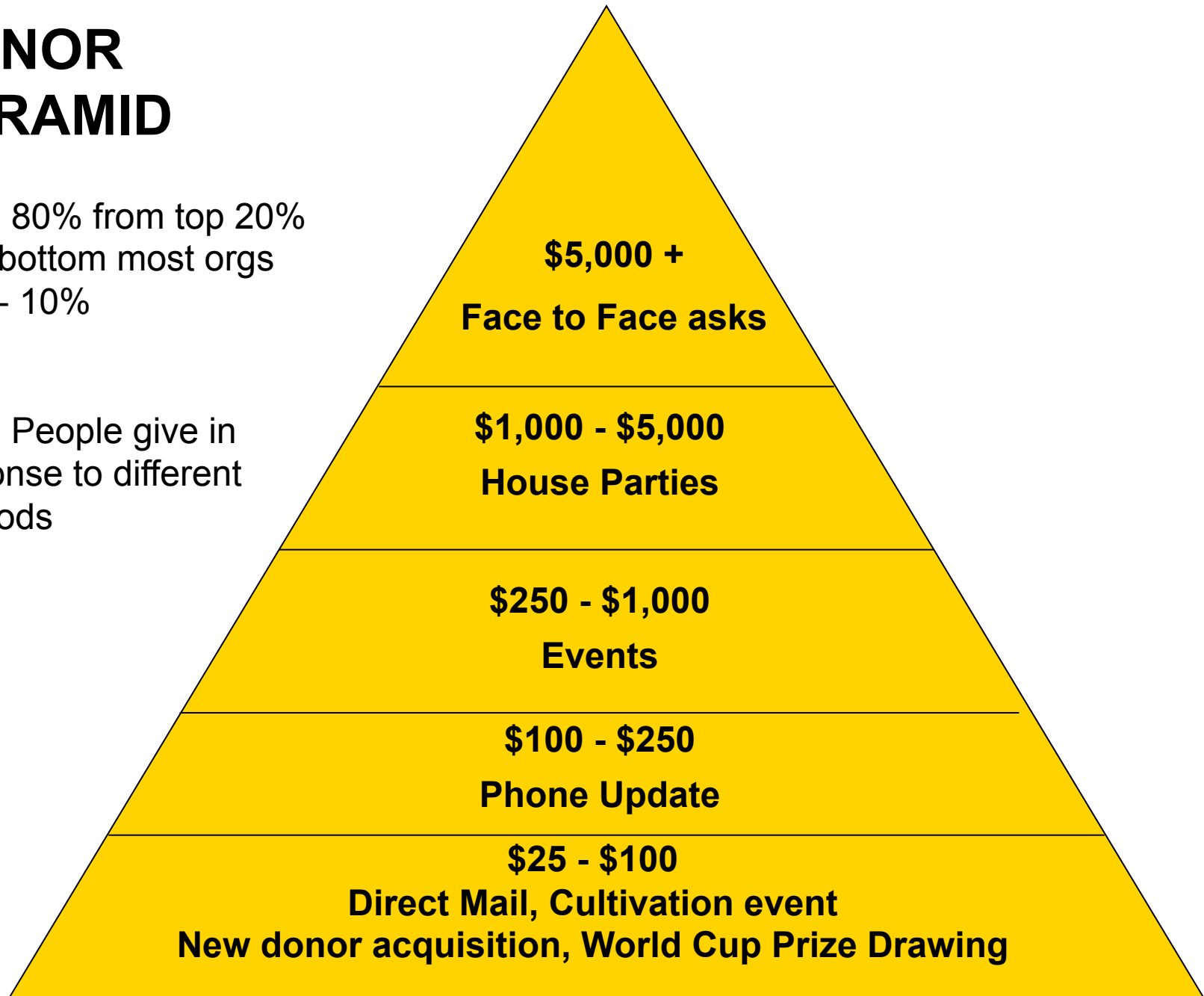
1<sup>st</sup> Circle donors should take most of your focus

3<sup>rd</sup> circle donors are most expensive to recruit

# DONOR PYRAMID

Note: 80% from top 20%  
from bottom most orgs  
90% - 10%

Note: People give in  
response to different  
methods



**Cost per  
\$1  
Raised**

1-10 cents

\$5,000 +  
Face to Face asks

10-20 cents

\$1,000 - \$5,000  
House Parties

20-50 cents

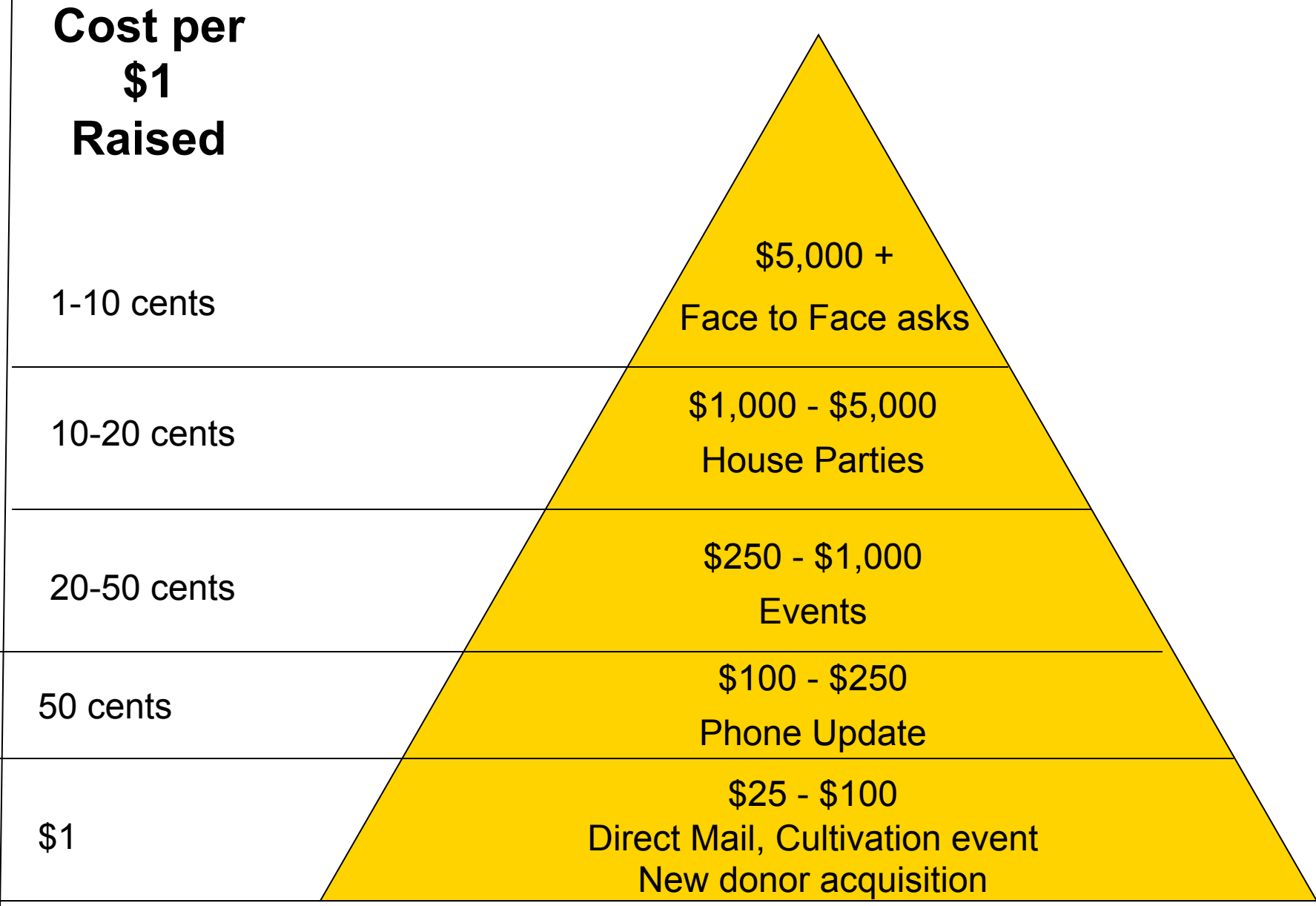
\$250 - \$1,000  
Events

50 cents

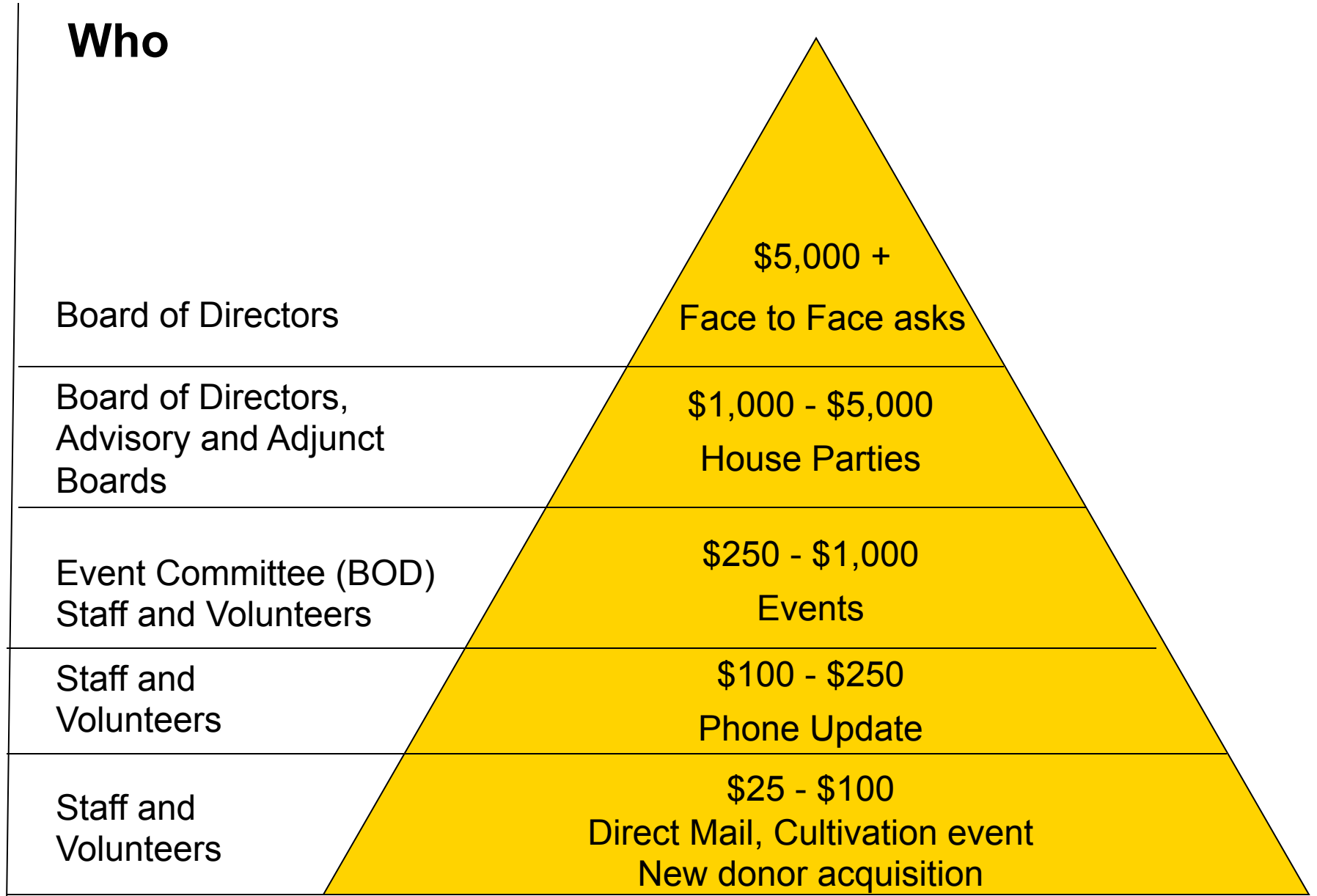
\$100 - \$250  
Phone Update

\$1

\$25 - \$100  
Direct Mail, Cultivation event  
New donor acquisition

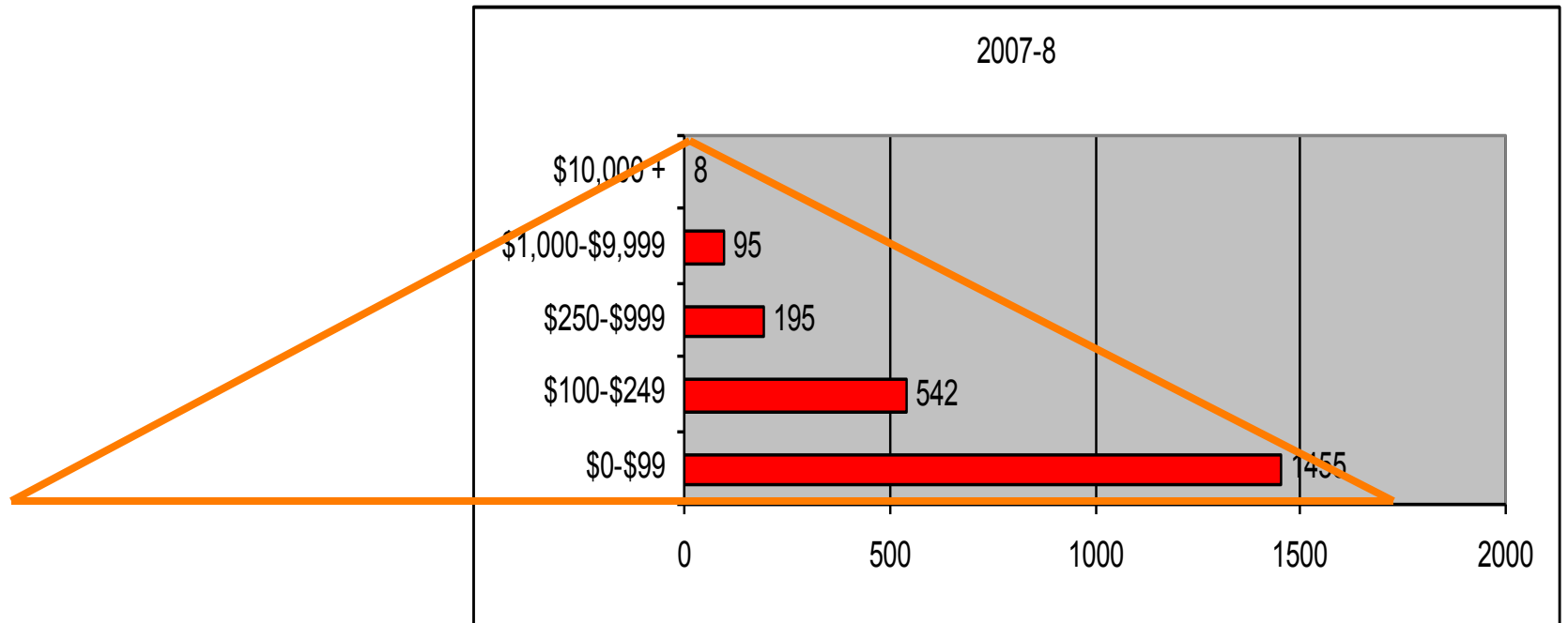


# Who

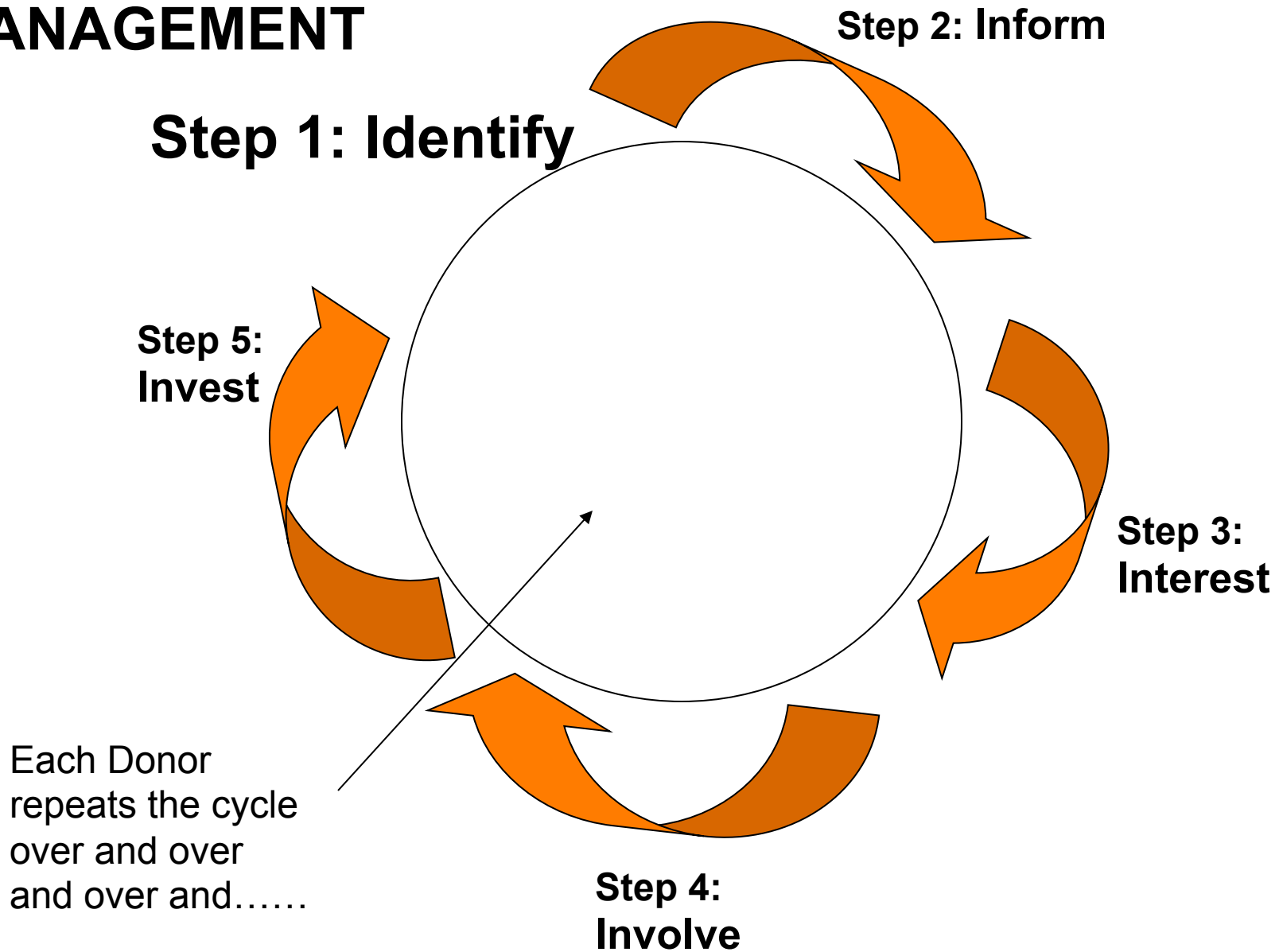


# DONOR PYRAMID

Move them in, move them up



# MOVES MANAGEMENT



# Emotional reasons why people give

Guilt



Fear



Anger



Greed



Exclusivity



## **The seven faces of philanthropy:**

### **Different messages to different types of giving:**

1. Altruist
  2. Communitarian
  3. Devout (issue oriented)
  4. Re-payer
  5. Dynasty
  6. Socialite
  7. Investor
- 

### **Little known facts**

1 <sup>st</sup> Time Giver:	IMPULSE (5 emotions)
Subsequent Gifts:	Habit (Alumni)
Upgrade gift ( <i>adding a zero or two</i> ):	Rational Reason