

10 REASONS WHY PEOPLE GIVE

1. They have a deep and sincere belief in the organization and its purposes.
2. They believe that the current needs of the organization are important, both personally and for the sake of the community.
3. They have a sense of loyalty, gratitude, and affection toward the organization. These donors could be current or former clients, staff members, board members, or the families of any of these.
4. They have a friendship with and respect for those who solicit them and by donating to the organization, they show support for their friends.
5. They want to thank and honor the organization for past services and/or honor staff and volunteers who work/have worked at the organization.
6. They want to ensure the organization can continue to fulfill its mission and that services continue for the future good of the community.
7. They appreciate the peer involvement they have cultivated through board and volunteer activities.
8. They are aware of the tax benefits of charitable giving and want to maximize their tax considerations.
9. They want to be recognized as a supported of the organization or have a loved one publicly recognized.
10. Because they feel that here and now, supporting this particular organization is the right thing to do.