

## **Fundraising Assumptions**

- The single most frequent reason cited for making a gift (at any level) is: "I was asked"
- People give to a cause or program in which they have a stake in the success; they want to make a difference, and have a discernible impact
- Donors are more strongly motivated by the quality and success of an institution, than by its distress or financial need
- Significant gifts are seen by donors as "investments;" they want to be able to see the return on their investments, and if satisfied, they'll invest more
- Relationships and trust built over time are the most critical drivers in any gift decision
- Significant donors (investors) respond to strong institutional leadership, and shape their own giving as they observe the others' leadership giving
- Donor interest shifts and grows in response to proactive efforts to communicate institutional strategy and "mission-critical" priorities
- Over time, a university's best and most loyal donors will often give to multiple purposes and areas
- Demonstrate engagement and philanthropy from governance and volunteer leadership dramatically enhances private support capacity
- All available data suggest that donors will give larger gifts, and more over time, if they are engaged as a volunteer
- Stewardship is the most powerful engine that generates the largest gifts
- Our most generous donors are motivated by leadership, trust, transparency, and expected impact
- Donors like recognition, but are more interested in our accountability, their continuing engagement in the gift, and whether it actually makes a difference