

TYPES OF GIVING

AND THE RELATIONSHIPS THAT MATTER

ANNUAL GIVING: funds received for the daily operations of the church

Set the financial goal

Make donating easy

Identify Donors

Personalize the contacts

**Communicate with
a compelling message**

**Express appreciation
to all givers**

MAJOR GIFTS: generally larger, one-time gifts

Supports a specific purpose

Designated amount

**Creates meaning for the
church + for the giver**

**Generally asked
for in person**

THE STEPS

1. IDENTIFICATION > 2. CULTIVATION > 3. SOLICITATION > 4. STEWARDSHIP

PLANNED GIVING: when a donor formally plans to donate at a later time

Investment of time

Desire to leave a legacy

**Result of long-term
involvement for the donor**

“Relationship building is key to planned giving programs because planned gifts emerge from mutual respect, loyalty, and transparency between nonprofits and donors.”