

## WHY PEOPLE GIVE

There have been many studies conducted over the years to determine what truly motivates people to make charitable contributions. A list of the top reasons – although by no means a list of all the reasons – that inspire donors to give is below. Rather than guessing what might encourage potential donors to support your mission, organizations should incorporate as many of these motivating factors as possible into your organization's printed materials, public announcements, podium presentations and, most importantly, meaningful conversations with potential supporters.

- **Recognition**...public acknowledgement of self or others
- **Community Responsibility** ...“giving back” to where they live or conduct business
- **Competitiveness** ...“the thing to do” to match a competitor or maintain a perceived social position
- **Merit**...because the organization deserves it
- **Quid Pro Quo**...to return or encourage a favor
- **Altruism**...pure philanthropy!
- **Religious Principles**...fulfilling a stated or unstated religious commitment
- **Personal Satisfaction**...because it makes them feel good
- **Tax Deduction**...because Uncle Sam picks up some of the cost
- **Pressure**...from peers, customers, employers
- **Social Custom**...galas, theatre benefits, charity auctions
- **Intimate Understanding**...because they’ve “been there”
- **Habit**...as with alumni giving
- **Edifice Urge**...the "monument builders"
- **Sympathy**...for those less fortunate, e.g. homeless people, injured veterans
- **Self-Protection**...to prevent social unrest or economic burden
- **Love**...for a person, principle or institution
- **Ambition**...moving up the rungs of the donor honor roll
- **Fear**...often a deeply spiritual motive
- **Passing and Collecting Chits**...“today it's me, next time it's you!"
- **Acquiring Respectability**...securing or regaining a "good person" image
- **Debt**...an assumed obligation

***How many of these motivating factors can you incorporate into your fundraising?***