The Top 21 Reasons Why People Give

1. ___ Community responsibility and civic pride
2. ___ Regard for staff leadership
3. ___ Fiscal stability of the institution
4. ___ Belief in the mission of the institution
5. ___ Respect for the institution locally
6. ___ Regard for volunteer leadership of institution
7. ___ Serves Board of Trustees, a major committee, or other entity of the agency
8. ___ Respect for institution in a wider circle — region, nation, state
9. ___ Has history of being involved in the institution
10. ___ Appeal and drama of campaign material
11. ___ Leverage of influence of solicitor
12. ___ Interest in a specific program within the project
13. ___ Was involved at one time in the activity of the institution — personal benefit
14. ___ Religious/Spiritual affiliation with the institution
15. ___ Recognition of the gift
16. ___ The uniqueness of the project or the institution
17. ___ To challenge or encourage other gifts
18. ___ Is actually involved in the campaign program
19. ___ To match a gift or gifts made by others
20. ___ Memorial opportunity
21. ___ Tax consideration

(Taken from Mega Gifts by Jerold Panas)