

STRONG PARKS, STRONG COMMUNITIES

Tool 8: The “Gives” Framework

Fundraising consultant Mal Warwick developed this framework, with a helpful mnemonic organizing device, for thinking about your fund development program. Within any given year of your fundraising program, his guidance is to choose one of these five strategies as your primary focus, and a second as your supporting focus.

GROWTH

Characteristics: Big goals, bold leadership, low-level entry gifts
When mission requires: Broad reach, substantial impact
Focus: Growing donor file, providing donor services
Activities: Identifying, acquiring, and acknowledging donors

INVOLVEMENT

Characteristics: Volunteer programs, grassroots advocacy
When mission requires: Public participation
Focus: Expand access and participation of established donors
Activities: Relationship building, volunteer event coordination

VISIBILITY

Characteristics: Broad public interest, brand identification, stakeholder outreach
When mission requires: Broad public awareness, understanding, name recognition
Focus: Raise the organization’s public profile and build its reputation
Activities: Special events, cultivate media contacts, advertising, marketing

EFFICIENCY

Characteristics: Cost-conscious, streamline established practices
When mission requires: Recognition of frugal management
Focus: Raise funds with minimal investment
Activities: Major gift cultivation, maximize gifts of existing donors, EFT

STABILITY

Characteristics: Broad financial base to meet unending needs
When mission requires: Long-term perspective, cash reserves, sound finances
Focus: Diversification of revenue streams, long-term predictable income
Activities: Endowment building, planned giving, monthly giving

From Mal Warwick DonorDigital: www.mwdagency.com