



Creaddo
GROUP



KEY DEFINITIONS

(how Fundraisers talk about it....)

CULTIVATION – the process of getting donors ready to make a financial gift

CURRENT GIFTS – charitable gifts that are received now (or pledged over a period of years). These gifts are cash, cheques, securities, credit card donations, gifts of products.

DEVELOPMENT – creative process of building relationships, encouraging donors to invest through volunteerism or philanthropy.

ANNUAL GIVING – a fundraising program that uses mail, email, telephone, website or special event to ask for annual donations.

DONOR – a person, corporation, estate or foundation that has made a charitable gift



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DONOR RECOGNITION – how we recognize donors who make a charitable gift. This can be done several ways. For example: by a donor listing in a publication or a naming opportunity or simply through a thank you letter.

DONOR STEWARDSHIP - is showing the donor the impact of their gift. This can be done through impactful reporting, annual reports, personal letters, donor visits and other activities.





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GIFT OF SECURITY – Donor makes gifts of stocks/securities to charity and does not pay the capital gains tax.

PROSPECT LIST –list of prospective/possible donors.

THE ASK - the action of meeting with a prospective donor to make a formal request for a specific amount of money to support a specific program or project.

PHILANTHROPY – voluntary giving and receiving of time and resources, frequently within an organizational context, directed toward charitable purposes and/or betterment of quality of life.



Questions?

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