

Developing Your Message

Penelepe Hunt

Senior Consultant & Principal

A PRESENTATION BY

Marts&Lundy

Development Fundamentals

Donors want to hear directly from the people who are living the programs.

You have connections you may not even know you have.

You know more about your program than anyone else.

You can identify where gifts can make a difference.

You are going to spend the money.

Donor Motivations and Behaviors

Individuals vs. institutions

90% of high net worth households give every year

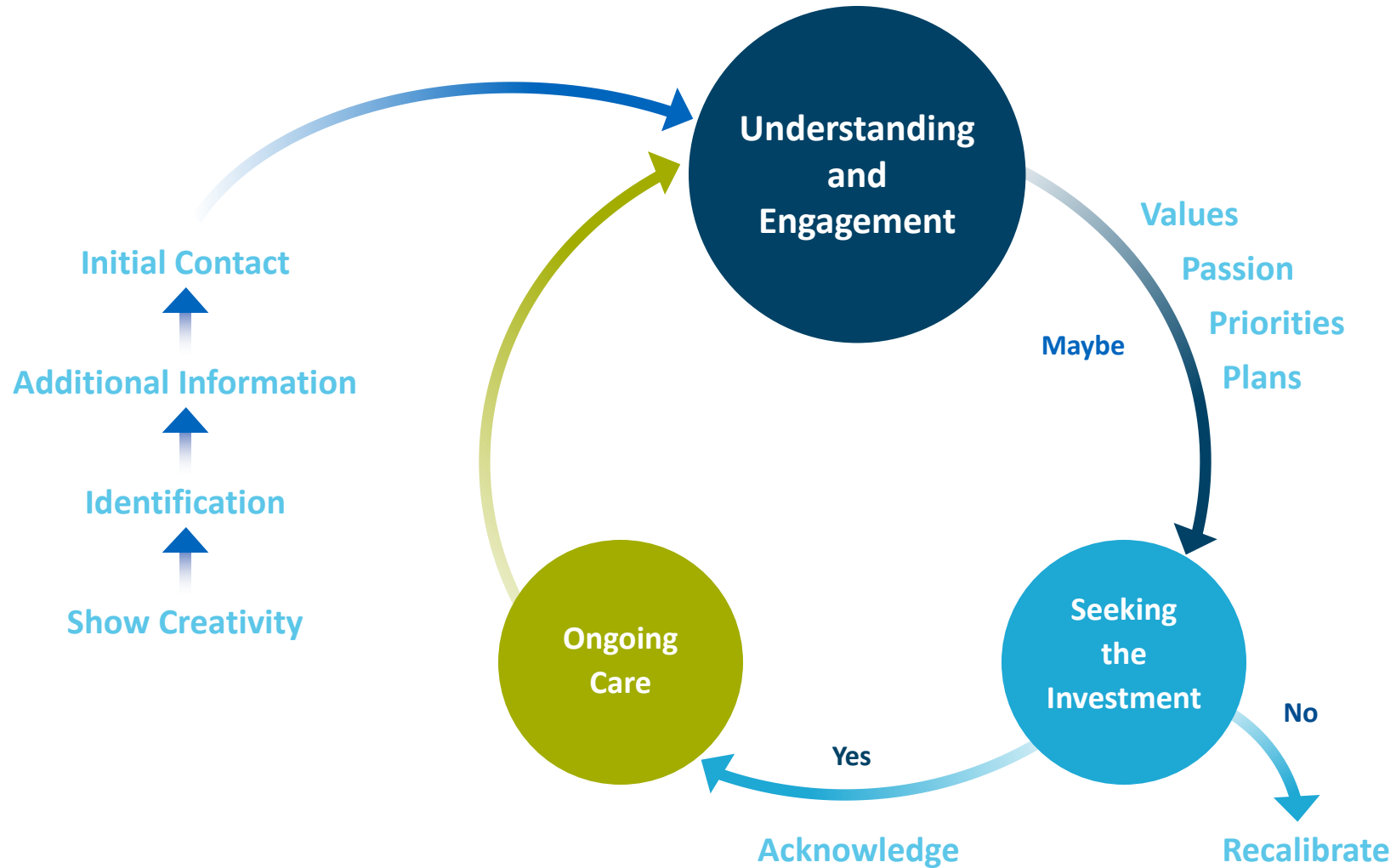
over half have priorities and a plan

“To have an impact” and “To make a difference”

Philanthropy as Investment

Deepened engagement – before, during, and after the gift

The Cycle of Giving



Five-Finger Messaging

