

EIGHT REASONS PEOPLE ARE DONORS

by Ken Burnett

John Grain works as director of stewardship with *The Cascade Group* in Reading, UK.

He recently asked each of the members of his group to list the major reasons why he or she is a donor.

They came up with eight, in no particular order.

I want to be *recognized* and *valued for my gift*.

I want to *feel good about giving*.

I want to know *how my money will be used* and *what difference it will make*.

I want to be *inspired*.

I want to feel *involved, a part of something*.

I want to be *impressed*, so I can tell others about the cause and recruit them to support it.

I want you to *ask my opinion*.

I want to know that you *listen to me*.

Ken Burnett, *The Zen of Fundraising: 89 Timeless Ideas to Strengthen and Develop Your Donor Relationships*, p. 32; A Wiley imprint, published by Jossey-Bass, San Francisco, CA, 2006.