

SOME REASONS PEOPLE GIVE

There have been many psychological studies conducted over the years to determine the most prominent reasons that encourage people to make charitable contributions. Rather than attempting to guess what reasons will most likely motivate your potential donors, just ensure that the most appropriate reasons related to your organization's basic mission are clearly articulated.

- **Recognition**
...recognition of self, or someone else
- **Community Responsibility**
...where they conduct business or live
- **"The Thing To Do"**
...to match a competitor, or maintain a perceived social position
- **Merit**
..."just because the organization deserves it"
- **Quid Pro Quo**
...to return or encourage a favor
- **Altruism**
...pure philanthropy!
- **Religious Principles**
...fulfilling a stated or unstated religious commitment
- **Personal Pleasure**
...makes them feel good
- **Tax Deduction**
...Uncle Sam picks-up some of the cost!
- **Pressure**
...from peers, customers, employers
- **Intimate Understanding**
...because they've faced it!
- **Habit**
...as with alumni giving
- **Edifice Urge**
...the "monument builders"
- **Social Custom**
...galas, theatre benefits, charity auctions
- **Sympathy**
...homeless people, injured veterans
- **Self-Protection**
...to prevent social unrest or economic burden
- **Love**
...for a person, principle or institution
- **Ambition**
...moving-up the rungs of the donor honor roll
- **Fear**
...often a deeply spiritual motive
- **"Passing and Collecting Chits"**
..."today it's me, next time it's you!"
- **Acquiring Respectability**
...securing or regaining a "good person" image
- **Debt**
...an assumed obligation