

	Annual Fund Gift	Major Gift	Ultimate Gift
Purpose	Operational Needs	Buildings, Equipment, and Endowment	Primarily Endowment
Types	Sustaining Gifts	Special and Major Gifts (10 to 25 times Annual Gift)	Generally Once-in-a-lifetime Expressions of Support (1,000 to 2,000 times Annual Gift)
Characteristics	Frequently Given Frequently Asked For Decision is Rational, Cerebral Decision Made Quickly Decision Can Usually be Made Without Professional Assistance Decision Often Made Without Spouse Approval	Infrequently Given Infrequently Asked For Decision Becomes Emotional, Visceral Stop-and-Think Gift Takes Longer for Decision Nurturing Fundraising Spouse Almost Always Involved	May Involve Combination of Giving Methods, Often Deferred Long Term Relationship Building Decision Becomes Increasingly Emotional Takes Longer and More Study for Decision Receives Professional Input from Others The Consequences of a Poor Decision Become Greater
Strategy	Sell Special Packages Special Projects & Activities Seek Broad Based Support and Peer Involvement Begin Lifelong Relationship Acquire, Renew, Upgrade Little Cultivation Required CULTIVATE <div style="display: flex; justify-content: space-between; width: 100%; border: 1px solid black;"> ASK </div>	Market Institution's Mission & Special Opportunities Focus on Select Audience (Financial Capability + Interest + Involvement) Foster Strong Personal Relationship Leverage Association of Staff, Partners, Volunteers Prior and Regular Cultivation <div style="display: flex; justify-content: space-between; width: 100%; border: 1px solid black;"> CULTIVATE ASK </div>	Total Commitment to Institution's Mission Estate Planning Service & Special Opportunities Educate Prospects Regarding Planned Giving Vehicles Create Bonding Relationship Leverage Close Relationships of Staff, Partners, Volunteers Intensive Cultivation <div style="display: flex; justify-content: space-between; width: 100%; border: 1px solid black;"> CULTIVATE ASK </div>
Methods	Direct Mail Telethon Mass Marketing Special Events Local and Community Programs Personal Solicitation of Prospects Affinity Programs	Personal Solicitation (several contacts) Special Events (to focus attention and cultivation) Direct Mail (for information, cultivation) Initiation of Stewardship	On-Going Stewardship Personal Solicitation (a number of contacts) Educational Seminars Direct Mail and Topical Newsletters (for information, cultivation) Special Projects and Events for involvement and cultivation
Recognitions	Giving Clubs Plaques, etc.	Naming Opportunities Lifetime Giving Recognitions Wall "Hall of Fame"	Heritage-type Club Naming Opportunities Lifetime Giving Recognitions

