

Donor Commitment Continuum

Donor Perspective

	Ignorance	Awareness	Interest	Experience	Participation	Ownership
Description	<ul style="list-style-type: none"> I may or may not recognize the name of the organization. I am not familiar with what the organization does. 	<ul style="list-style-type: none"> I have heard of the organization. I recognize the name of the organization. I have a rough idea of what the organization does. 	<ul style="list-style-type: none"> I share the values of the organization. I believe the organization's cause is a good one. I am likely to read/scan the organization's promotional literature. I may contribute occasional small gifts relative to my financial capacity. 	<ul style="list-style-type: none"> I have seen/heard/felt the results of the organization's work. I know the people in the organization. I attend the organization's activities and events. I believe the methods the organization uses to accomplish its mission are good. I believe in the organization's leadership. I am likely to contribute repeated and/or annual gifts relative to my financial capacity. 	<ul style="list-style-type: none"> I participate in the organization's activities and events. I take on leadership roles when asked. I serve on committees and boards when asked. I go beyond giving money to contribute time and energy to the organization as well. I trust the people in the organization. I feel like part of the organization. I contribute repeated and/or annual gifts relative to my financial capacity. If my finances allow, I may contribute major gifts for special projects when asked. 	<ul style="list-style-type: none"> I volunteer to take on leadership roles when I see a need. I volunteer to serve on committees and boards. I continually seek new ways to advance the mission of the organization. My membership in/affiliation with the organization is an important part of who I am. I consider the organization's mission to be my own personal mission. I am likely to make repeated major gifts for special projects when asked. The organization receives the mass majority of all my philanthropic giving.
Donor Deliberations		<ul style="list-style-type: none"> Do I know what the organization does? Do I agree with what the organization does? Do I want to learn more about this organization? 	<ul style="list-style-type: none"> Does this organization share my values? Is this organization's cause important to me? Do I trust the development professional? Do I believe in the leadership of the organization? 	<ul style="list-style-type: none"> Is this organization doing a good job? Do I approve of the methods used to accomplish the mission? Do I believe in the leadership of the organization? Am I getting an adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)? Am I willing and able to give more to this organization? Are my contributions appreciated? 	<ul style="list-style-type: none"> Are we doing a good job? Are we using the best methods to accomplish the mission? Are my contributions appreciated? Am I getting an adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)? Do I feel valued and valuable? Do I enjoy my association with the organization and its people? Do I believe in the leadership of the organization? Can I afford to give more? Can I make the greatest contribution in this organization? 	<ul style="list-style-type: none"> Am I proud of the job we are doing? Are we using the best methods to accomplish the mission? Are my contributions appreciated? Am I getting an adequate return on my investment (good feelings, recognition, opportunity to make a difference, results)? Do I feel valued and valuable? Do I enjoy my association with the organization and its people? Can I afford to give more? Can I make the greatest contribution in this organization? Can I ensure that the organization continues the work after I'm gone? Do I want to leave behind a legacy?

As constituents move to the right on the Commitment Continuum, they must be engaged by a wider range of people from the organization.