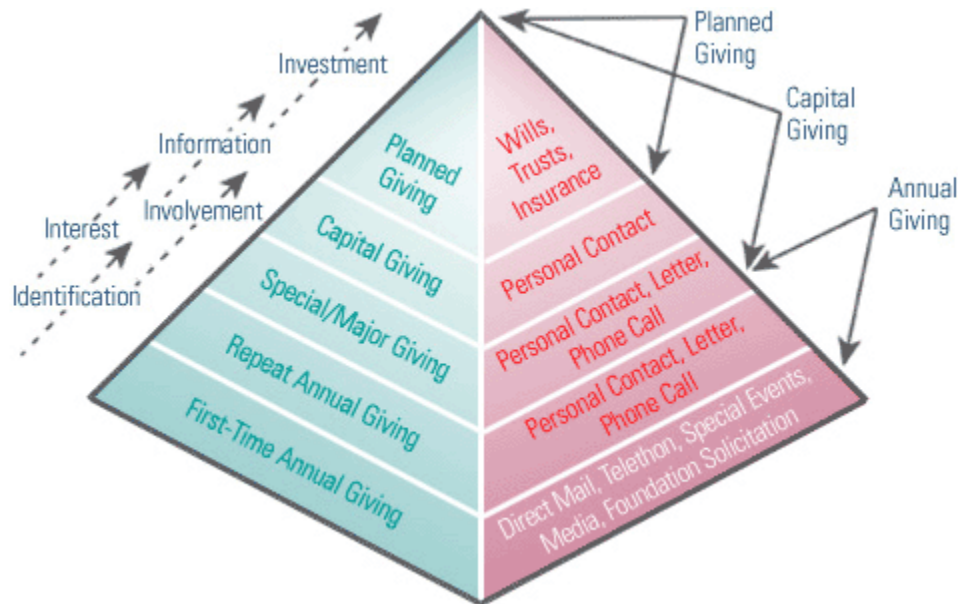


An Overview of Development

The Pyramid of Giving



The Pyramid of Giving

The "pyramid" reflects the stages through which a donor moves as commitment increases. In a sophisticated development operation, the goal is to qualify current donors at each stage and encourage upward movement wherever appropriate.

- **Annual Giving:** is the primary fund-raising method used to broaden support, upgrade giving levels, and provide operating support for on-going programs.
- **Capital Giving:** is an intensive, organized development effort to secure philanthropic gifts for specific capital needs or projects, executed within a specific time period, usually over one or more years.
- **Planned Giving:** is the integration of sound personal, financial, and estate planning concepts with the individual donor's plans for lifetime or testamentary giving.

During the skills transference process your board, administration, and development staff will receive the tools they need to implement an integrated development solution which will further insure the fulfillment of your institution's mission. *Remember, development is a process not an event!*

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