

Motivators For Individuals, Corporations And Foundations To Give To Non-Profit Charitable Organizations:

- 1) **Philanthropic Nature:** Giving fulfills a human need to be of service.
 - 2) **Good Citizenship:** Involved and caring residents of a community are committed to improving its quality of life.
 - 3) **Mandated Contributions:** Each year, corporations and often governmental funders have budgeted a certain amount for contributions. Foundations and sometimes governmental funders are required by law to make donations.
 - 4) **Employee Recruitment:** Corporations, law firms, hospitals, universities, and just about every other type of employer find that non-profit organizations are important draws when recruiting and retaining employees.
 - 5) **Example Of Others:** The philanthropic spirit seems to be infectious. If everybody around you is giving, it is hard not to make a contribution yourself.
- Prospective donors will give when they have been convinced of the value and need for their gift, when they are personally asked, and when the solicitation comes from the "right" person --- someone they respect and who can make a strong, credible case for support.
 - It sometimes simply comes down to every non-profit realizing that fund-raising is not just raising money; it is raising friends. People who do not like their organization will not give to it. People who know little about the organization will give little at best. Only those people who know and like the organization will support it. If they raise friends they will raise money.