

MAJOR DONORS

A
Dialogue
with major
donors



The world of philanthropy is vast and growing and a powerful force for transformation. At Fayruz Benyousef Consulting (FBC), we feel infinitely fortunate to do work we love each and every day. A love which springs from the same good work that drives our clients to serve more and serve better. Our client's mission becomes our mission, which infuses our work with a spirit of abundance.

This year, we personally approached over 100 philanthropists both in Texas and throughout the nation to understand their approach to giving in the current economy. While economic buzz is often cyclical in nature, we wanted to collect some data for this particular point in time.



How Many Organizations do you support in a year?

- Overall, donors give up to 10 or more
- 5 a year for donors giving up to \$100,000
- 10+ for donors who give \$100,000 or more



Will you support more organizations next year?

- Overall, donors say they'll give to the same number or more
- Those who view \$25K as the base level for a major gift said MORE in 2019

What is your attitude towards the economy in regards to philanthropy?

- Overall, donors are cautious, but not panicked
- Donors giving between \$1,000-\$25,000 are the most cautious
- Donors giving \$100,000 or more are mostly optimistic



How do you want nonprofits to steward your involvement?

- Donors investing \$5,000 or less want to hear more from organizations
- Donors between \$25,000 and \$100,000 want to hear less from organizations but want to receive data that shows the impact of their gift
- As gifts grow bigger, donors want to help beyond financial investment
- The single most effective way to communicate to donors is through a specific need and how the gift will make a difference
- Consider inviting those who like events to chair or co-chair and/or to host "friendraisers" where they can introduce others to your organization

What most influences your gift?

- #1 - The cause
- #2 - Person asking
- #3 - The approach

