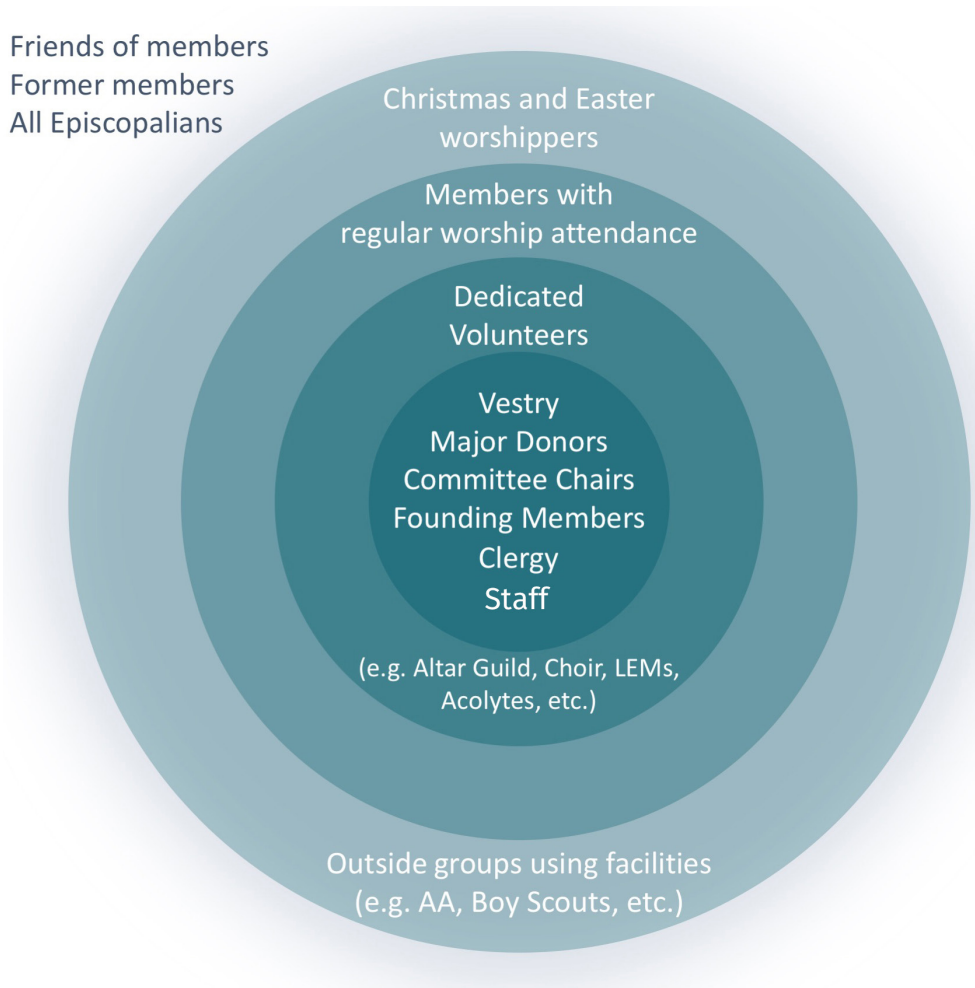




Major Gifts

The 5 W's

The Constituency Model



Source: Modified from The Fundraising School (2011)

Where Do Donors Give Major Gifts?

Organizations that matter most to them!

Notes: