Major Gifts The 5 W's



The Constituency Model

Friends of members Former members All Episcopalians

Christmas and Easter worshippers

Members with regular worship attendance

Dedicated Volunteers

Vestry
Major Donors
Committee Chairs
Founding Members
Clergy
Staff

(e.g. Altar Guild, Choir, LEMs, Acolytes, etc.)

Outside groups using facilities (e.g. AA, Boy Scouts, etc.)

Source: Modified from The Fundraising School (2011)

Where Do Donors Give Major Gifts?

Organizations that matter most to them!

Notes: