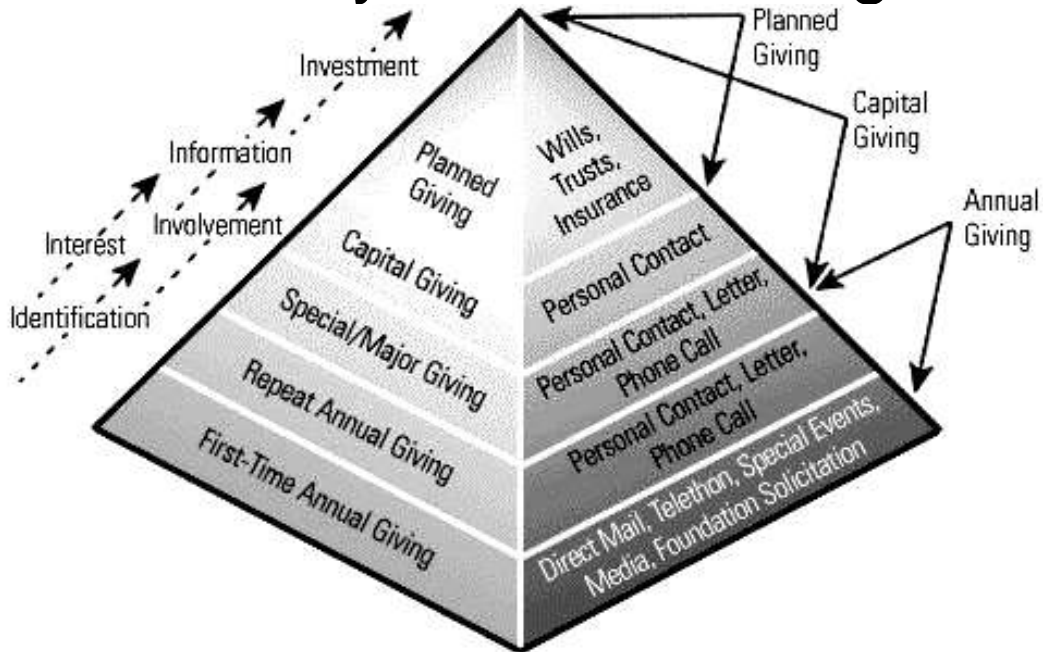


An Overview of Development The Pyramid of Giving



The Pyramid of Giving

The "pyramid" reflects the stages through which a donor moves as their commitment to your nonprofit 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.

The pyramid shows that development is a process not a singular event.