

GIVES



A Quick Reference Strategy Guide

GIVES is based on choosing one primary strategy and sticking to it, typically for a few years. A secondary strategy will then either support the primary strategy or be a result.

Adapted from the work of Mal Warwick
by Carri Munn and Arthur Davis.

		Experienced by donors as:	Key Strategy:	Requires:	Examples:	Works Best for organizations that...
G	Growth <i>Increase the number of donors</i>	Dynamic	Attract fans, typically, low entry-level gifts	Audacious goals, bold leadership	Outreach and media campaigns, direct mail acquisition/renewal/ recapture, events, multi-channel campaigns to non-donor constituents.	...have some name recog- nition, broad mission that touches many, substantial impact (environmental groups, animal rights organizations, anything new).
I	Involvement <i>Increase donor participation</i>	Rewarding	Engage donors through learning, volunteering, or advocacy	Tangible work, outreach capa- bility	Concerts or exhibitions, volunteer service days, grassroots lobbying, social media, special events in- cluding trips, tours, performances, awards, town hall meetings.	...thrive on public participation (museums, performing arts organizations, public policy groups).
V	Visibility <i>Raise public profile</i>	Familiar	Generate broad public interest through brand identification and storytelling	Knowledge of stakeholders, media savvy	Action-focused campaign, large scale event/benefit, speaking tour, TV/radio, social media marketing, publications.	...have a broad mission and urgent opportunity (disaster relief, medical research organizations, public interest group).
E	Efficiency <i>Lower fundraising expenses</i>	Resourceful	Cut costs	Loyal base of donors, frugality	Major gifts, foundations, corporations, monthly giving, workplace giving, government grants.	...have established themselves as effective at addressing persistent social needs (social service agencies, hospitals, universities).
S	Stability <i>Ensure long-term survival</i>	Enduring	Diversify revenue streams and build cash reserves	Unchanging values, unending needs, broad financial base	Planned giving, endowment building, capital campaigns, direct mail at higher-level asks, nurture major donor relationships.	...are mature. Have sound finances and committed stakeholders (colleges and universities, residential care facilities, historic preservation, land trusts).