

## Reasons for giving fundraising tool

Every good fundraising appeal that connects with donors incorporates at least three or four reasons for giving that appeal to donors. Below is a comprehensive list of reasons why people give.

- People give because God touches their hearts – it is the mystery of grace.
- People give because you ask them to support your cause!
- People give because they have money available to give.
- People give because they believe their gift will make a difference.
- People give because they support organisations like yours.
- People give because your charity enables them to 'do something' about a critical issue or problem they are concerned about.
- People give because they believe that their money will make a difference now!
- People give because you offer them an opportunity to be part of a community.
- People give because they feel appreciated as partners of your charity.
- People give because your charity enables them to fight corruption, poverty or injustice.
- People give because you enable them to fulfil their dreams and desires – to do mission even when they can't leave home!
- People give because you help them learn about a complex and interesting problem or issue they care about.
- People give because you provide them with access to inside information about causes they care about.
- People give because you enable them to connect with other individuals who are passionately living out their Christian faith.
- People give because they want to help those in need.
- People give because they believe it is a blessing to do so. For God loves a cheerful giver.

Are you incorporating any of these reasons why people give in your appeals?  
To learn new ways of developing effective fundraising communications attend one of our creative fundraising workshops.