

## Know why people donate

Because they support the program or the cause

It's your job to explain the cause clearly – serve as an educator

Because of how they are asked and who asks them

People respond to appeals that are well done, respond to their concerns, or appeals to their emotions; may sometimes give because its innovative

Because of who asks them

If a friend asks – it's hard to turn down a friend especially if you supported their cause  
(you always buy their daughter's Girl Scout cookies)

If someone they respect asks – if a local DJ supports it, I should too.

For a variety of personal and secondary reasons:

To increase social status – wants to be perceived as a community leader

To position oneself: to help define a personal image

(Example: Image of caring about the needy of the community)

To promote a business, company, or professional service

Because they have a direct stake in the program – relative has someone in SO

Because they want to go to heaven!