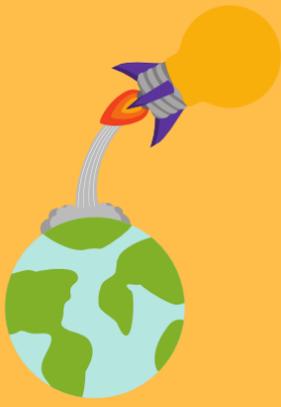


# 5 REASONS DONORS GIVE TO YOUR ORGANIZATION



## THEY SEE A NEED

Before a donor gives to you, they need to know you exist. However, even when they have heard of you, they need to know why you matter. Communication is important! Get your name and your purpose out there for your donors to see. And help them see why your cause matters to them. A [study discussed in the journal Nonprofit and Voluntary Sector Quarterly](#) mentions that people give more when they relate a need to their own lives.



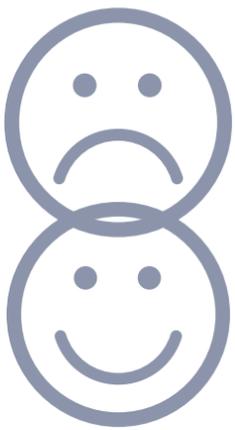
## THEY SEE HOW THEY CAN HELP

[MKTGsquad Cal Poly tells us that](#), "consumers are more compelled to donate if they are confident that their contribution is making a difference." That is because, even if they see a need, donors will not give if they don't think their contribution will actually help fix that need. Organizations need to be open about how they are spending donations. They also need to show off the difference they are making. If people know their money is being used wisely and actually making a difference, they are more likely to give it.



## THEY FEEL APPRECIATED

Who doesn't like to feel appreciated? This goes back to showing people how they are making a difference. They want to know that they are doing good things in this world - and they keep donating to you because you tell them how awesome they are! Make them see how grateful you are for them.



## THEY FEEL EMOTIONS

[Studies show us that telling a story is more effective than telling statistics](#) - even though statistics might say that a million people are suffering while a story only talks about one person. Why? Because that story hits on all of our emotions, and makes us want to act! If you can get your donors happy about a success, sad about suffering, angry at a problem, or any other emotion you want to make them feel, they are more likely to donate.



## THEY GET SOMETHING OUT OF IT

While many reasons that donors give are altruistic, there are some self-based reasons people give too. For example, maybe they want the credit or the tax break. Make sure the benefits of giving to you are stated and used. After all, if you are getting the support you need, who cares that a donor only gave to you to get their name published in your acknowledgment letter!

### SOURCES:

See our post on GiveSmart to get a full link of our sources.