Iowa State University Extension and Outreach

Where Do Donors Come From?

A lesson plan from the “The Power of YOUth in Philanthropic Fundraising Curriculum.”
Where Do Donors Come From?

**Materials Needed**
- Markers
- Easel paper
- Tape

**Make a Flipchart**
- Types of donors
  - Individuals (82%)
  - Business (5%)
  - Foundations (13%)

(Source: 2008 Giving USA)
We’re going to explore where you find donors. Donors: people who give money, feel good about giving, but want their money used to do good work.

You’re part of an organization that needs money. You know that donors want to give. But how do you find these donors?

Donors fall into three main groups: individuals, businesses, and foundations. Individuals are people like you and me. Businesses include corporations, stores, and organizations. Foundations are set up by people or businesses to give away money.
Where Do Donors Come From?

Activity

• Divide up into three teams
• Give each team a piece of paper
• Ask teams to discuss what percentage of the total money given comes from which category.
• Ask teams to draw a big pie chart on your paper to reflect those percentages.
Where Do Donors Come From?

Activity
• Divide up into three teams
• Give each team a piece of paper
• Ask teams to discuss what percentage of the total money given comes from which category.
• Ask teams to draw a big pie chart on your paper to reflect those percentages.

Types of Donors
• Individuals
• Business
• Foundations
Where Do Donors Come From?

Reflect

• Present the correct pie chart and information. Explain that in terms of total money given:
  
  [Individuals give 82% of the pie, business/organizations give 5% and foundations make up the last 13%.

• Which category surprises you the most? The least?

• Why do you think individuals give such a large percentage of total overall?
Where Do Donors Come From?

Apply

- Can you give me an example of someone who is known as a donor in your community?
- Why do you think these people make gifts?
- Can you give me an example of businesses or organizations that fund groups in your area?
- Can you give me examples of foundations that support groups in your area?
- Which group would you be most likely to target with a fundraising campaign?
- Why is it important to get to know individuals in your community?