

Glossary



Values-Based Major Giving Academy

Module 1: What is Values-Based Major Giving?

Base Building	The strategies an organization uses to acquire new supporters, including donors.
Community Centric Fundraising	CCF is a movement created by and for fundraisers who are Black, Indigenous, and people of color. It is a fundraising model that's grounded in race equity and social justice.
Cost per Dollar Raised	The amount of money an organization spends to raise one dollar in financial contributions.
Donor	People who give money to your organization.
Donor Base/Donor File	All the donors who contribute financially to an organization.
Donor Retention Rate	The percentage of donors who repeat their gift to your organization year over year.
Donor Attrition Rate	The percentage of donors who discontinue their giving to your organization in a single year.
Identification	The process of finding potential donors to your mission.
Lifetime Value	The total value of gifts a donor makes to your organization.
Major Donor	An organizational supporter who gives money and makes a major investment of time, enters into authentic relationship with the organization, and is committed to creating change.
One-to-Many Fundraising	Strategies that connect with many donors at once. For example, direct mail, email appeals, online fundraising, and events.
One-to-One Fundraising	Strategies in which a fundraiser connects individually with a donor, frequently referred to as a major giving strategy.
Portfolio	The qualified donors with whom a fundraiser is in a one-to-one fundraising relationship.
Power	Organized people and organized money. This definition comes from our community organizing colleagues.
Return on Investment (ROI)	A measure of how much you raise relative to the cost of the strategy to raise those funds.



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Supporter	People who give time and/or money to your organization.
Supporter List/Supporter File	All the people who give time and/or money to your organization.
Values-Based Fundraising (VBF)	The use of fundraising strategies and practices intentionally aligned with organizational values and grounded in race equity and social justice to organize people and money for your mission.

Module 2: Choose Donors

Booked and Banked	The combination of documented pledges and gifts for a fundraising period.
Gift	A donation that has been received by your organization.
Pledge	A commitment from a donor to make a gift of a specified size by a specified date. Pledges can be verbal or documented.
Prequalified Donor	A donor who meets an organization's minimum criteria for financial giving and values alignment.
Qualification	The process through which a fundraiser determines which donors who meet their organization's qualification criteria are also willing to relate to a fundraiser in a one-to-one relationship.
Qualification Criteria	The minimum financial giving and values-based criteria a donor must meet to enter qualification.
Qualified Donor	A donor who meets an organization's qualification criteria and who, through the qualification process, has indicated their willingness to relate to a fundraiser in a one-to-one relationship.





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Module 3: Create the Environment

Anchoring	A heuristic. “Anchoring is a particular form of priming effect whereby initial exposure to a number serves as a reference point and influences subsequent judgments (Furnham & Boo, 2011).”
Gap	The difference between what it will take to achieve your mission and what you have.
Gap Message	Repeatable message that let’s anyone who will listen know what it will take to achieve your mission.
Heuristic	A mental shortcut. From Wikipedia , “any approach to problem solving or self-discovery that employs a practical method that is not guaranteed to be optimal, perfect, or rational, but is nevertheless sufficient for reaching an immediate, short-term goal or approximation.”

Module 4: Build Trust

Money Question	Questions a fundraiser asks a donor or prospective donor to learn about their values, their giving interests, their resources, and how they make giving decisions. Money questions help fundraisers learn what they need to know before they can ask the donor for their next gift.
Values-Based Cultivation	The steps you take with a donor to move them from having the intention to give to taking action to give.

Module 5: Agitate with Love

Loving Agitation	In fundraising, loving agitation is a question or set of questions asked of a donor about how their stated values do or do not align with their actions.
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Module 6: Make the Ask

Pre-ask	A request to a donor to get their consent to be asked for a gift.
Solicitation	Asking a donor or prospective donor for a gift.

Module 7: Engage with Stewardship

Stewardship	The process of nurturing and sustaining a relationship with a donor.
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