
GLOSSARY OF FUNDRAISING TERMS

accountability The responsibility of the donee organization to keep a donor informed about the use that is made of the donor's gift as well as the cost of raising it.

acknowledgment Written expression of gratitude for gift or service.

acknowledgment letter A letter sent by a donee, or on behalf of a donee, to the donor, expressing appreciation for a gift and identifying the use that will be made of the gift. An acknowledgment letter may be a form letter, but it is usually personalized.

acquisition mailing (or prospect mailing) A mailing to prospects to acquire new members or donors.

advance gifts Gifts given or pledged in advance of a public announcement of a campaign. Advance gifts are solicited before a campaign is announced because the success or failure of a campaign may depend on the size of the advance gifts.

advisory board A group of influential and prominent individuals whose association with a development program is calculated to lend luster and implied endorsement of the program's goals and objectives.

Source: Principles and Techniques of Fund Raising (Indianapolis: The Fund Raising School, 2009b). *Glossary of Fund Raising Terms* (Alexandria, VA: Association of Fundraising Professionals, 2003). Copyright © 2010, Association of Fundraising Professionals (AFP), all rights reserved. Reprinted with permission from AFP.

analysis That section of a study that deals with the factors essential to success in a fundraising program; principally the case for support, leadership potential, and fields of support.

annual giving Annually repeating gift programs; seeking funds on annual or recurring basis from the same constituency; income is generally used for operating budget support.

annual report A yearly report of financial and organizational conditions prepared by the management of an organization.

anonymous gift A gift whose announcement, by specific wish of the donor, can include only the amount; the name of the donor is withheld.

appreciated real property and securities gift Gifts of real estate or securities, which when held long term are deductible for federal income tax purposes at the full fair market value with no capital gain on the appreciation. However, the appreciation is a tax preference item, and proper counsel should be obtained to evaluate whether this would have alternative minimum tax consequences.

associates A term used variously to describe a group of individuals who may be supporting an institution through contributions at a prescribed level, serving in a special advisory capacity, or serving as a sponsoring body for special institutional events.

audit An internal evaluation of development procedures as practiced by a nonprofit institution or agency; normally conducted by professional fundraising counsel.

bargain sale The sale of property at less than its fair market value. Frequently, a person will sell property to a 501(c)(3) organization or institution at a “bargain” price (for example, the individual’s cost as opposed to its market value). The transaction is partly a gift and partly a sale.

benefactor One who makes a major gift to an institution or agency; also, an arbitrary classification of contributors whose gifts are above a certain level, which is calculated to single them out as a group and to stimulate similar giving by others.

benefit event A form of fundraising that involves the organization and staging of a special event for charitable purposes; all proceeds above expenses are designated as a contribution to the charitable institution concerned.

benevolence A disposition to do good; an act of kindness; a generous gift.

bequest A transfer, by will, of personal property such as cash, securities, or other tangible property.

big gifts A general term used to signify gifts in upper ranges, the precise limits varying from institution to institution. Their importance is emphasized in all fundraising campaigns.

board of directors Individuals selected (for example, by other directors or members) in accordance with law (usually reflected in bylaws) to establish policy and oversee the management of an organization or institution.

book value The amount of an asset stated in a company's records, not necessarily the amount it could bring on the open market.

bricks and mortar Common manner of alluding to the physical plant needs of an institution and to the campaigns designed to secure the necessary funds. A "bricks and mortar campaign" is a campaign to raise building funds.

budget A detailed breakdown of estimated income and expenses for a development program, prepared in advance. Budgets show various cost categories, including personnel, printed materials, purchase and rental of equipment, office expense, headquarters, mailing charges, costs of events, and so on.

campaign An organized effort to raise funds for a nonprofit organization.

campaign costs Expenditures that are deemed essential to the planning and operation of a campaign and that are directly related to campaign budget projections.

campaign leadership Top volunteers who are an essential ingredient of any campaign organization and one of the three major pedestals on which fundraising success must rest, the others being the case and sources of support. Campaign leaders provide and maintain the momentum and enthusiasm essential to the motivation of the entire organization of volunteers.

campaign materials General term used to denote campaign forms of all kinds; materials required for campaign workers, fact sheets, prospect lists, and numerous other items essential to the effective functioning of a campaign; printed materials such as brochures used to advance a campaign.

capital campaign A carefully organized, highly structured fundraising program using volunteers supported by staff and consultants to raise funds for specific needs, to be met in a specific time frame, with a specific dollar goal. Allows donors to pledge gifts to be paid over a period of years.

case Carefully prepared reasons why a charitable institution merits support (in the context of the "case bigger than the institution"), including its resources, its potential for greater service, its needs, and its future plans.

cash flow Predictable cash income to sustain operations; in capital campaigns or whenever pledges are secured, anticipation of annual cash receipts resulting from payments on pledges.

cash gift The simple transfer of cash, check, or currency (other than special collections) to a gift-supported organization or institution.

cause related marketing An arrangement that links a product or service with a social cause to provide the cause with a portion of the profits received by the corporation.

certified fundraising executive (CFRE) A credential granted to a fundraiser by the Association of Fundraising Professionals, which is based on performance as a fundraising executive, knowledge of the fundraising field, tenure as a fundraiser (minimum of five years), education, and service to the profession.

challenge gift A substantial gift made on condition that other gifts must be secured, either on a matching basis or some other prescribed formula, usually within a specified period, with the objective of stimulating fundraising activity generally.

charitable contribution A donation of something of value to a gift-supported charitable organization, usually tax-deductible.

charitable deduction The value of money or property transferred to a 501(c)(3) organization, deductible for income, gift, and estate tax purposes. In most cases, the term *charitable deduction* refers to the portion of a gift that can be deducted from the donor's income subject to federal income tax. A donor's charitable deduction should not be confused or equated with the value of a gift; that is, gifts for the purpose of life income agreements are not federally deductible at their full value.

charitable deferred gifts A gift made using any one of the following methods:

1. Wills: A charity may be named as beneficiary under a will in many ways. These include (a) gifts of specific property, whether it is real property or personal property; (b) a gift of a stated amount of money; and (c) a percentage of the remaining estate after specific gifts are made.
2. Revocable Trusts: A revocable trust allows the grantor to withdraw any or all assets during his or her lifetime, as well as having full enjoyment of the property during his or her life. At death the assets can flow efficiently to the beneficiaries, saving probate and administrative costs. A charity can be named as one of the beneficiaries.
3. Irrevocable Trusts: Charitable Remainder Unitrusts and Charitable Remainder Annuity Trusts. Although the principal of these trusts cannot be withdrawn,

there are additional benefits to the donor through immediate income tax deductions and fund management. The donor will receive yearly income from the trust as well as an immediate partial federal income tax deduction for the interest that ultimately passes to the charity.

4. **Charitable Gift Annuities:** Involves a transfer of cash or other property to the organization. In return, payment of a specified amount determined by age is made to the donor during his or her lifetime. The rates paid are the most recent ones adopted by the Committee on Gift Annuities as agreed to by most major charities. There is an immediate income deduction for the present value of the amount ultimately to pass to the charity; part of the income received by the donor is also tax free.
5. **Gift of Home or Farm Retaining a Life Estate:** Through this gift the donor retains use of the property for his or her lifetime. The federal income tax deduction will be based on the present value, figured on the prospective years of using the property before it goes to the charity.
6. **Totten Trusts or Accounts P.O.D. (payable on death):** The charity can be named beneficiary of a bank account, bond, or other security, provided state laws allow.

community foundation A philanthropic foundation that is specifically committed to the support of institutions in its own community, often receiving bequests from persons whose legacy is modest.

company-sponsored foundation A private foundation whose corpus is derived from a profit-making corporation or company and whose primary purpose is the making of grants. The company-sponsored foundation may maintain close ties with the donor company, but it is an independent organization, most often with its own rules and regulations (like those of other private foundations). Companies form foundations to enable them to invest in philanthropy with funds that otherwise would be subject to capital gains tax or income tax, and to make maximum use of the corporate charitable deduction.

constituency All people who have in some fashion been involved with the institution seeking support; consists of members, contributors, participants (past or present), clients, and relatives of clients.

consultant A specialist in one or more areas of fundraising who is hired by an organization for the purpose of recommending solutions to problems and generally providing advice and guidance related to fundraising efforts.

corporate foundation The philanthropic arm created by a corporation to deal with requests for contributions from various agencies—locally, regionally, or nationally.

corporate giving program A grantmaking program established and controlled by a profit-making corporation or company. The program does not necessarily include a separate endowment, and the annual grant total may be directly related to the previous year's profits. Giving directly from corporate profits is not subject to the same reporting restrictions as giving from private foundations. Some companies may make charitable contributions from corporate profits, operating budgets, or company-sponsored foundations.

corporate philanthropy Support through gifts, equipment, supplies, or other contributions by business firms to charitable institutions, sometimes through organized programs that may include corporate foundations.

cultivation The process of promoting or encouraging interest and/or involvement on the part of a potential donor or volunteer leader; an educative process to inform about an institution and the reasons why it merits support.

deferred gift See *planned gift*.

designated gift A restricted or commemorative gift made for a specific purpose and designated for a specific use.

development Refers to all dynamics of a continuing fundraising program (annual giving, special gifts, planned gifts, public relations).

direct mail Solicitation of gifts or volunteer services and distribution of information pieces by mass mailing.

director of development The individual who heads an organization's development program, with either this title or another, such as vice president for development or vice president for external affairs and development.

donor The individual, organization, or institution that makes a gift.

donor acquisition The process of identifying and obtaining donors.

donor-directed gift A gift or bequest to a foundation, organization, or institution whose donor specifies to whom the money should be distributed.

donor list A list of contributors prepared for a particular purpose or in conjunction with list building.

donor recognition The policy and practice of recognizing gifts, first through immediate acknowledgment by card or letter and subsequently through personalized notes, personal expressions of appreciation directly to donors, published lists of contributors, and other appropriate ways.

donor relations Planned program of maintaining donor interest through acknowledgments, information, personal involvement, and the like.

drop date Date on which direct mail letters must be delivered to a post office for mailing.

electronic funds transfer (EFT) A method whereby donors instruct their banks to make monthly deductions from their accounts, designated for the charitable organization of their choice.

employee matching gift A contribution made by an employee to a 501(c)(3) organization, matched by a similar contribution from the employer.

endowment (pure) Principal or corpus maintained in a permanent fund to provide income for general or restricted use of an agency, institution, or program.

endowment (quasi) A fund, the principal of which can be and often is invaded by a board in order to meet its operating costs. Such endowments include gifts for which donors specify their use; they may also include gifts that are given for no specific purpose, which a board treats as an endowment.

enlistment Involvement and agreement by an individual to serve an agency, organization, or institution in some voluntary capacity.

estate The total assets of a deceased person; also, the legal status or position of an owner with respect to property and other assets.

ethics The moral considerations of the activities of a philanthropic organization. Also, standards of conduct and methods of doing business by organizations of fundraising counsel that provide assurances of professionalism in client relationships.

face-to-face solicitation Soliciting a prospective contributor at the prospect's home or office or other location.

family foundation A foundation whose funds are derived from members of a single family. Generally, family members serve as officers or board members of the foundation and play an influential role in grantmaking decisions.

feasibility study An in-depth examination and assessment of the fundraising potential of an institution or agency, conducted by fundraising counsel and presented in the form of a written report setting forth various conclusions, recommendations, and proposed plans.

foundation See *philanthropic foundation*.

fundraiser One who makes his or her living from working as a member of an organization's or institution's development department, as an independent fundraising consultant or as a member of a fundraising counseling firm; a volunteer who raises funds for a cause is also referred to as a fundraiser; a fundraising event has come to be called a fundraiser.

fundraising counsel An individual operating as an independent, or a firm organized specifically for the purpose of counseling charitable institutions in all aspects of fundraising.

fundraising executive An individual employed by an institution or organization to provide direction, counsel, and management of its fundraising operations.

fundraising plan All of those elements comprised by an organization's procedure for attaining a campaign goal: a fundraising program, including objectives, case, leadership requirements, timetable, personnel requirements, and budget; and the overall strategy or grand design for successful implementation of a campaign.

fundraising program An organization's or institution's strategy, tactics, objectives, case, and needs in their entirety; a campaign that is loosely defined in terms of time frame and specific funding opportunities; a campaign; a timetable for a campaign.

GAAP An acronym for "generally accepted accounting principles."

gift A voluntary, irrevocable transfer of something of value without consideration at the time of transfer or any time in the future. If the individual making the gift entertains any ideas of reclaiming it, the transfer is not a gift.

gift annuity A contract between the donor and the charity wherein the donor transfers property to the charity in exchange for the charity's promise to pay the donor a fixed annual income for life or some other mutually agreed-upon period. The donor's right to income may be deferred for a period of years. The annuity may be in joint and survivor form.

gift-in-kind A contribution of equipment or other property on which the donor may place a monetary value and claim a deduction for income tax purposes.

gift range chart A chart of gifts that enables campaign leaders to know, in advance of a campaign, the size and number of gifts likely to be needed at each level of giving in order to achieve the campaign goal. The chart focuses the attention of campaign leaders on the sequence of gifts that will be needed.

gift receipt A form that is sent to donors (with copies to appropriate officials of the campaign and organization or institution), either separately or as an enclosure with acknowledgement, officially recognizing their contributions.

gifts Any of the following types of charitable donations:

1. Advance: Strategically important gifts solicited in advance of the formal public beginning of an intensive campaign to ensure a level of giving equal to the requirements of the campaign dollar objective.

2. **Big, leadership, key, strategic gift:** Terms used interchangeably to indicate substantial or largest gifts—generally of six or seven figures—required to provide the stimulus for a major campaign.
3. **Major gifts:** In an intensive campaign, *major* refers to gifts below the level of *big* or *leadership* gifts and above the level of *general* gifts.
4. **General gifts:** Final 5 to 20 percent of funds raised through a multitude of gifts from constituencies or through a wrap-up mail campaign.

giving clubs Categories of donors who are grouped and recognized by the recipient organization or institution on the basis of similar gift level.

goal A concerted focus for an effort supported by specific objectives that an organization determines to achieve; the amount of money to be achieved by a fundraising campaign—that is, the dollar objective.

governance Oversight by those persons who constitute the governing authority of an organization or institution.

grant Generally an allocation from a foundation, corporation, or government agency.

grassroots fundraising Raising modest amounts of money from individuals or groups from the local community on a broad basis. Usually done within a specific constituency or among people who live in the neighborhood served or who are clients. Common grassroots fundraising activities include membership drives, raffles, bake sales, auctions, benefits, and dances.

house file The names and addresses of active and recently lapsed donors and members of an organization.

identification The process of ascertaining, through investigation, research, and analysis, which of various candidates appear to be most promising as prospective leaders, workers, and donors.

independent sector A term used to describe all nonprofit organizations, as distinct from government and corporations formed to make a profit, also called the *third sector*; not to be confused with the organization Independent Sector.

indicia Mark on an envelope indicating a nonprofit mailing permit for reduced rate bulk mailing; used in place of stamps or meters.

involvement The calculated effort, perennially undertaken by development offices, to stimulate interest and enthusiasm on the part of prospective donors and

candidates for volunteer leadership through active participation in institutional affairs; an extension of cultivation.

intestate Without a will.

LAI principle The fundraising axiom of qualifying prospects on the basis of Linkages, Ability, and Interest.

leadership The force within an institution, agency, program, or fundraising campaign that stimulates others to act or give.

leadership gift Normally, the second tier of gifts to a campaign that will inspire extraordinary giving by subsequent donors.

legacy A disposition in a will of personal property. A *demonstrative legacy* is a legacy payable primarily out of a specific fund. A *specific legacy* is a legacy of a particular article or specified part of the estate.

letter of inquiry A letter sent by an organization to a foundation or corporation presenting a project for which funding is being sought and asking the foundation or corporation if they will consider funding the project or receiving a full proposal.

letter of intent A pledge form stated in less formal, nonlegalistic terms for use by potential donors who view the pledge card as a contract and refuse to commit themselves to multiple-year gift payments because of this contractual aspect.

LIA principle The fundraising axiom of separating advocates and askers from donors on the basis of Linkage, Involvement, and Advocacy.

life income gift An irrevocable gift of cash, securities, or real estate to a gift-supported organization, with the donor receiving income from the donated assets for a period of time through an annuity or trust arrangement for him- or herself or other beneficiaries.

life income pooled trusts A charitable remainder trust that holds the commingled irrevocable gifts of donors who receive income annually based on the earnings of the trust and their individual entitlement as participants. On termination of an income interest, the underlying property is transferred to a charitable organization or institution.

life insurance gifts The irrevocable assignment of a life insurance policy for charitable disposition for which the present value is fully tax-deductible, as are the premiums paid by the donor.

life interest An interest or claim that does not amount to ownership and that is held only for the duration of the life of the person to whom the interest is given or for the duration of the life of another person; an interest in property for life.

LYBUNTS Acronym for donors who gave “last year but not this” year.

major gifts A gift of significant amount (size of gift may vary according to organization’s needs and goals); may be repeated periodically. Also a program designation.

market Potential source of funds, members, or clients (individuals and organizations).

matching gift A gift that is made on condition that it be matched within a certain period, either on a one-to-one basis or in accordance with some other formula; also a gift by a corporation matching a gift by one of its employees.

memorial Gift made to perpetuate the memory of an individual. *Memorial* should not be confused with a gift to honor a living person.

mission A philosophical or value statement that seeks to respond to the “why” of the organization’s existence, its basic reason for being. Mission statement is not defined in expressions of goals or objectives.

needs In fundraising terms, refers specifically to the institution’s dollar requirements that can constitute objectives for an intensive campaign or for a continuing fund development program, as follows:

1. Capital: Building or property needs, in the form of new construction, additions, expansion, or remodeling or acquisition of property. Sometimes related to equipment purchase or to raising funds for an addition to endowment capital.
2. Endowment: Funds required to add to the invested principal or corpus with only income used for sustaining funds, special project support, and so on.
3. Program: Annual support for the operational budget; funds required to supplement income through revenues to sustain operation of the agency or institution.
4. Project: Refers to program activity or small equipment acquisition.
5. Validated: Needs that have been identified, analyzed, and approved by management and by the governing body and other volunteers as being valid and appropriate to the functioning of the institution.

nonprofit (or not-for-profit) organization Organizations of members or volunteers, classified by the Internal Revenue Service as providing a public benefit without purpose of profit for members of the corporation.

NSFRE (now AFP) National Society of Fund Raising Executives (formerly; now Association of Fundraising Professionals).

operating foundation A fund or endowment designated by the Internal Revenue Service as a private foundation, yet which differs from a typical private foundation in that its primary purpose is to conduct research, promote social welfare, or engage in other programs determined by its governing body or establishment charter. It may make some grants, but the sum is generally small relative to the funds used for the foundation's own programs.

outright gift The simple transfer of gift property to the donee without any conditions or terms of trust.

philanthropic foundation A corporation or trust that has been created through contributed funds, whether by an individual, family, corporation, or community, for support of nonprofit organizations, and to which such organizations may appeal for grants in support of their programs and projects.

philanthropist Broadly speaking, anyone who makes a gift, but usually used to describe a wealthy individual known for his or her exceptional generosity in support of charitable causes.

philanthropy As used at the Center on Philanthropy, voluntary action for the public good, including voluntary service, voluntary association, and voluntary giving.

planned gift A gift provided for legally during the donor's lifetime, but whose principal benefits do not accrue to the institution until some future time, usually at the death of the donor or his or her income beneficiary.

planned giving The application of sound personal, financial, and estate planning concepts to the individual donor's plans for lifetime and testamentary giving.

pledge A signed and dated commitment to make a gift over a specified period, generally two or more years, payable according to terms set by the donor, with scheduled monthly, quarterly, semi-annual, or annual payments.

private foundation Although there is a technical definition of *private foundation* in the federal income tax law, the generic definition of the term is as follows: A private foundation is a 501(c)(3) organization that is originally funded from one source, that derives revenue from earnings on its investments, and that makes grants to other charitable organizations as opposed to administering its own programs. Gifts to private foundations are not normally as advantageous to the donors as gifts to a public charity.

proposal A written request or application for a gift or grant that includes why the project or program is needed, who will carry it out, and how much it will cost.

prospective donor Any logical source of support, whether individual, corporation, organization, government at all levels, or foundation; emphasis is on the logic of support.

public charity A 501(c)(3) organization that is not a private foundation, because it either is “publicly supported” (that is, it normally derives at least one-third of its support from gifts and other qualified sources) or functions as a “supporting organization” to other public charities. Some public charities engage in grantmaking activities, but most engage in direct service activities. Public charities are eligible for maximum tax-deductible contributions from the public and are not subject to the same rules and regulations as private foundations. They are also referred to as *public foundations*.

rating An evaluation or “guesstimate” of a prospective contributor’s ability to contribute. The rating becomes an asking figure for the solicitor to suggest in requesting a contribution or pledge.

real estate gifts The transfer of property to a 501 (c)(3) organization or institution, the value of which is determined by the fair market value of the property.

recognition Formal or informal acknowledgment of a gift or contributed services; an event, communication, or significant item honoring a gift or a service.

renewal mailing A mailing to donors or members requesting renewed support.

restricted fund A fund in which the principal and earnings are bound by donor guidelines as they relate to investment or expenditure or both.

restricted gift A gift for a specified purpose clearly stated by the donor.

screening The process of assigning prospects to broad categories of potential giving ranges, preliminary to conducting more refined evaluations through the process of prospect rating.

seed money A substantial gift, generally by a foundation or an affluent individual, to launch a program or project.

sequential giving A cardinal principle of fundraising counsel: gifts in a campaign should be sought “from the top down”; that is, the largest gifts in a gift range

chart should be sought at the outset of a campaign, followed sequentially by the search for lesser gifts.

social media The widely available electronic tools that generate interaction, participation, and collaboration, including blogs, videos, podcasts, photo sharing, and the use of social networks.

solicitor(s) Volunteers and institutional staff who ask for contributions to a campaign or development program; professional solicitors are paid to solicit for programs or causes.

special event A fundraising function designed to attract and involve large numbers of people for the purpose of raising money or cultivating donors.

special gifts Gifts that fall within the fourth tier of giving to a campaign; gifts that require special attention by the recipient organization in order to attract donor participation.

standard of giving Arbitrary but generally realistic assignment of giving potential to groups or categories of prospects, based on past performances and other criteria.

stewardship The guiding principle in philanthropic fundraising. Stewardship is defined as the philosophy and means by which an institution exercises ethical accountability in the use of contributed resources and the philosophy and means by which a donor exercises responsibility in the voluntary use of resources.

strategic plan A program incorporating a strategy for achieving organizational goals and objectives within a specific time frame and with substantive support in the form of methods, priorities, and resources.

support services Full range of activity required to support a fundraising effort: office management; word processing; gift receiving, posting, and acknowledging; budget management and control; and so on.

tax benefits Savings in income, gift, and estate taxes brought about by giving to charitable institutions.

telemarketing Raising funds or selling products or services by telephone.

telephone-mail campaign A fundraising technique, often referred to as *phone mail*, that combines mail and telephone solicitation in a sophisticated manner through the use of paid solicitors and management of the program; a telephone solicitation supported by a mail component for confirmation of verbal pledges.

third sector Used to describe all nonprofit organizations and institutions. Also known as the *independent sector*, not to be confused with the organization called Independent Sector.

timing Determination of the most favorable times to complete certain fundraising objectives in order to achieve maximum results.

trust A fiduciary relationship with respect to property, subjecting the person who holds the title to property to equitable duties to deal with the property for the benefit of another person. For example: A gives property in trust, with A as trustee, to pay income to B for life and then to give property over to C, free and clear.

trust funds Money, securities, property held in trust by an agent of wealth (bank, estate manager, attorney) or managed by an institution under trust agreement to produce income for the beneficiary.

trustee A person or agent of a trust, such as a bank, holding legal title to property in order to administer it for a beneficiary; a member of a governing board; in a corporate trust, the “directors.”

unrestricted gift A gift to an institution or agency for whatever purposes officers or trustees choose.

vehicle The particular form in which a fundraising program is organized and executed; for example, annual giving, capital campaign, or direct mail.

volunteerism The willingness of private citizens to serve voluntarily a great variety of programs and causes, both in fundraising programs and in other capacities.

wills Normally a legally executed written instrument by which a person makes disposition of his or her property to take effect after death. *Holographic will*: A will entirely written and signed by the testator or maker in his or her own hand. *Nuncupative will*: An oral will made by a person in his or her last illness or extremity before a witness, often not honored in a court of law. *Pour-over will*: A will whereby assets controlled by the will are directed to be poured over into a trust. *Reciprocal wills*: Wills made by two persons in which each leaves everything to the other.

