

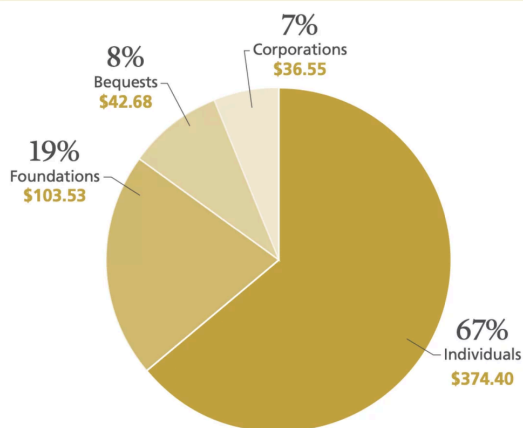
Building Individual Gifts

Did you know that Individual Donors account for **67% of charitable giving in the U.S.?**

Focusing on and cultivating individual contributions can help lead to major gifts – which fuel a nonprofit’s mission.

2023 contributions: \$557.16 billion by source of contributions

(in billions for dollars – all figures are rounded)



Source: GivingUSA.org



The Importance of Individual Gifts

Cultivating individual donors is not just about immediate contributions; it’s about establishing a long-term, sustainable fundraising strategy:

Sustainable Fundraising: Individual gifts create consistent funding streams, ensuring the organization can meet its mission.

Long-term Relationships: Ongoing engagement with donors fosters loyalty and encourages continued support.

Planned Giving Opportunities: Annual donors may consider planned gifts, increasing the potential for significant long-term support.

Gateway to Major Gifts: Nurturing relationships with annual donors can lead to larger contributions in the future.

Learn more about how to cultivate individual gifts including a list of resources and tips.

