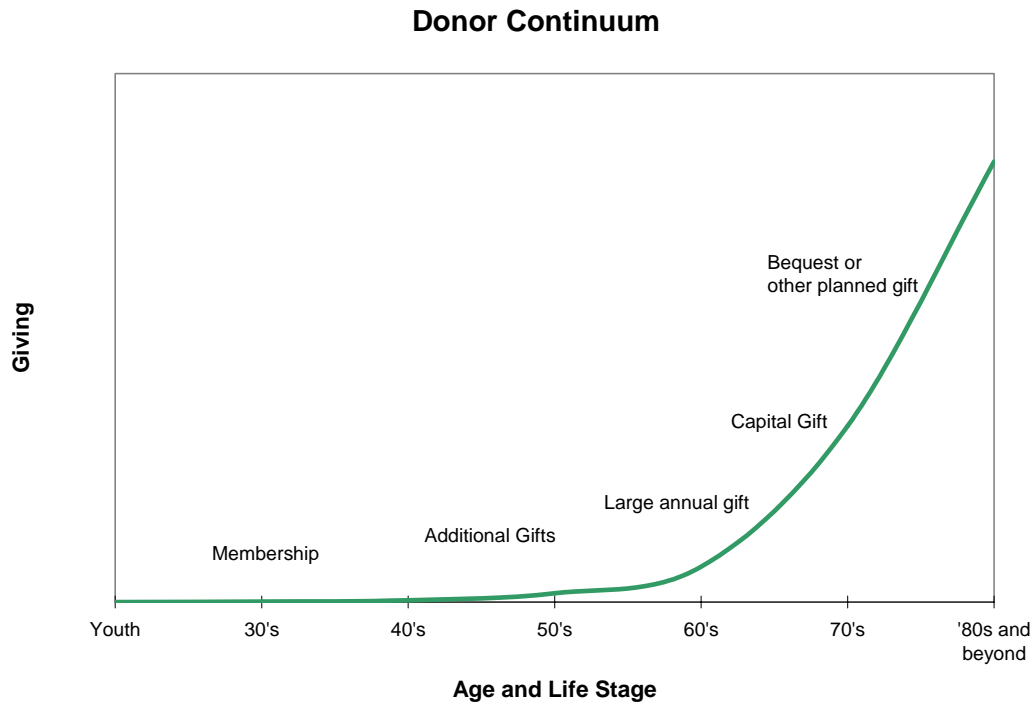


The Giving Continuum

What do we mean by the “giving continuum” or “donor continuum?” We refer to the recognition that the ability of an individual to give increases along with his or her financial maturity. This capability is roughly illustrated in the following graphic, although it should be emphasized that the ages are not hard and fast.



While one aspect of the continuum is the individual’s transition from the earliest earning years, through a wealth accumulation phase, to a wealth distribution phase, the second is the station’s recognition of those phases and its response to them.

Thus, when we speak of the continuum, we suggest that the complete development program should have something for everyone:

- An annual membership program that has various levels and benefits
- Tiered mid-level and major annual giving programs that again have progressively increasing levels and benefits/recognition
- Capital campaign opportunities that seek “stretch” gifts, often over a multi-year period
- Planned gift opportunities that may come to the station after the donor’s death

The questions to ask in examining the station’s giving structure are do we have a place in our program for anyone who might care to give to us at any time in our lives and do we have a seamless *continuum* that allows a donor to grow with the organization through the various stages of life.