The Fundraising Pyramid for Individual Gifts

- **Prospects** — Individuals your fundraisers can ask for money

- **Donors and Customers**
  - Special events, sales, fees, and tuitions

- **Members**
  - Direct mail, phones, door-to-door canvassing

- **Pledges**
  - Credit cards, EFTs
  - Season subscriptions for the arts

- **Major Gifts**
  - Gift Clubs and memorials

- **Planned Gifts**
  - Wills
  - Life insurance
  - Annuities and trusts

- **Time**

- **Size of Gift**

*Joan Flanagan, 1991*