DONOR GIVING PROFILE
Survey

Rate 1-5 on the priority for your donation.

1 = Not Important. 5 = Most important

IMPACT AND SCALE	1	2	3	4	5
Deep Impact:	○	○	○	○	○
Scale Impact:	○	○	○	○	○

FINANCES	1	2	3	4	5
Cash Flow:	○	○	○	○	○
Sustainability:	○	○	○	○	○
Program Expenses:	○	○	○	○	○
Leadership Compensation:	○	○	○	○	○

TYPE OF GIFT	1	2	3	4	5
Give to Greatest Need:	○	○	○	○	○
Give to Specific Program:	○	○	○	○	○
Largest Immediate Impact:	○	○	○	○	○
Lasting Imapact:	○	○	○	○	○

RECOGNITION	1	2	3	4	5
Give Anonymously:	○	○	○	○	○
Name Recognition on a Wall or at an Event:	○	○	○	○	○

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THINGS TO CONSIDER

Deep Impact Example: The veteran organization does case work, works directly with veterans 1 on 1 to identify interventions and services to help transform that person's life and help them thrive in the community that you grew up in.

Scale Impact Example: The education organization works at the state level to lobby for increases in teacher pay to help with retention for educators.

Cash Flow: Healthy cash flow is always a good sign of a good business model and/or community support. Too many years of large profits can be an indicator that the organization is not investing back into the organization's mission.

Nonprofits often operate with slim margins and many report negative cash flows. One year of negative cash flow is not an indicator of an unhealthy organization. A consistent trend of negative cash flow can indicate the need is greater than the support, in which case your support is greatly needed. Or it can indicate an unsustainable business model or lack of development infrastructure.

Sustainability: Financial sustainability looks at the organization's revenue diversity and unrestricted assets to determine if the organization could withstand a shift in the economy, revenue streams or large unexpected costs.
Consider the longevity of the organization as well, when they were established and how they financially navigated it.

Leadership Pay: How important is a CEO's salary to be reasonable? Decide what you consider to be reasonable. Over or under paying a CEO is an ethical issue, usually determined by the Board of Directors.

Programmatic Expenses (Direct Mission Based Expenses): According to nonprofit watchdog databases, a best practice is that programmatic expenses should stay above 70%; with administrative expenses staying below 10% and fundraising expenses staying below 20%. Depending on the structure of the nonprofit's business model, the mission and operations, long-term strategy, these percentages fluctuate.

Give to the greatest need: When giving to the greatest need or Unrestricted Gifts, you are giving full trust to the organization's leadership to use at their discretion.

Give to a specific program: This is considered a Restricted Gift. Documentation is highly recommended when making these gifts. Coordinating with the organization to come to an agreement if not all of the funds are used for the program of your choice, what happens to the remaining funds.

Largest immediate impact: Donate now and have the organization use it now. This usually gets spent on general operations and administrative overhead. OR these funds can fund a large immediate need

Donation will have a lasting impact: Donating to capital campaigns, infrastructure, or creating an endowment are all different ways your donation can have long lasting impact beyond the gift itself.