

Fundkit

Giving Cycle

The Kennari Consulting model is centered around helping organizations shift from transactional-based fundraising to a more relationship and donor-centered model. In this model, the organization understands and values the donor's perspective and pays attention to how donors behave. It then uses that information to build a customized approach to move donors throughout the continuum of giving. As illustrated in the chart, there is a typical "path" donors go through to get to their highest and most fully cultivated gift. That dollar level is different for various donors, but this approach does value and prioritize constantly working to move all donors forward through the cycle. Not only does fully implementing this model often realize short-term financial gains, it also supports long-term sustainable growth. As the Executive Director of a nonprofit organization, it is helpful to understand this process.

