

WHY PEOPLE GIVE

~PASTOR TOM BARBER

PEOPLE WANT TO MATTER

People's need to matter is their most basic need

Victor Frankel's "In Search of Meaning"

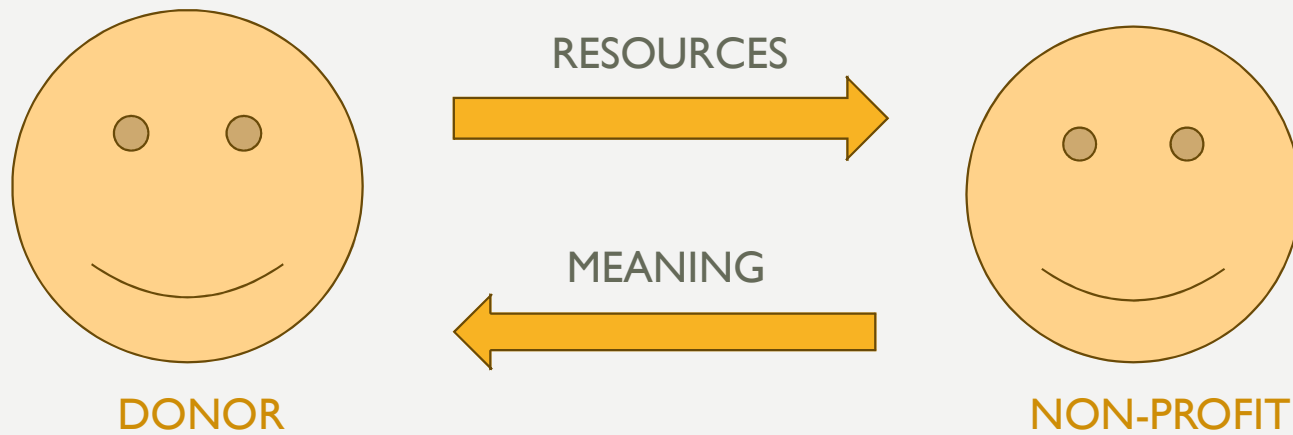
Self Actualization is a basic human need

Maslow's "Hierarchy of Needs"

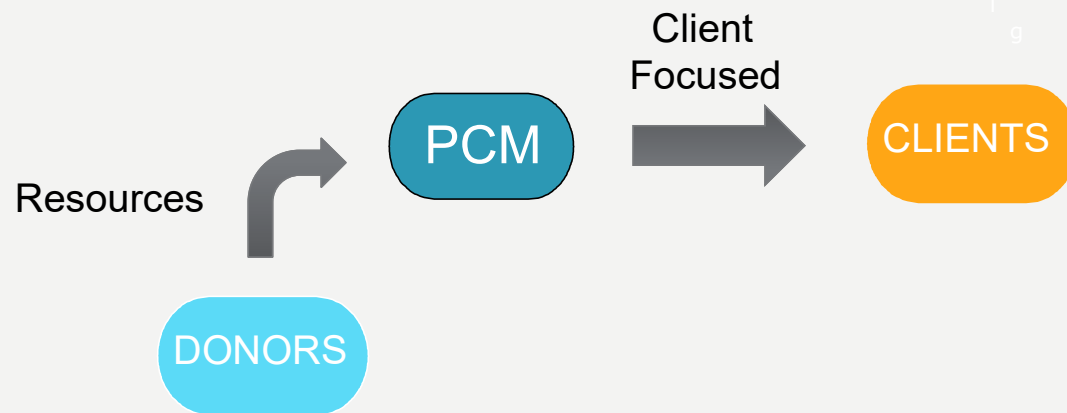
Story of Achilles

Homer's +The Iliad

GIVING AS A FORM OF EXCHANGE

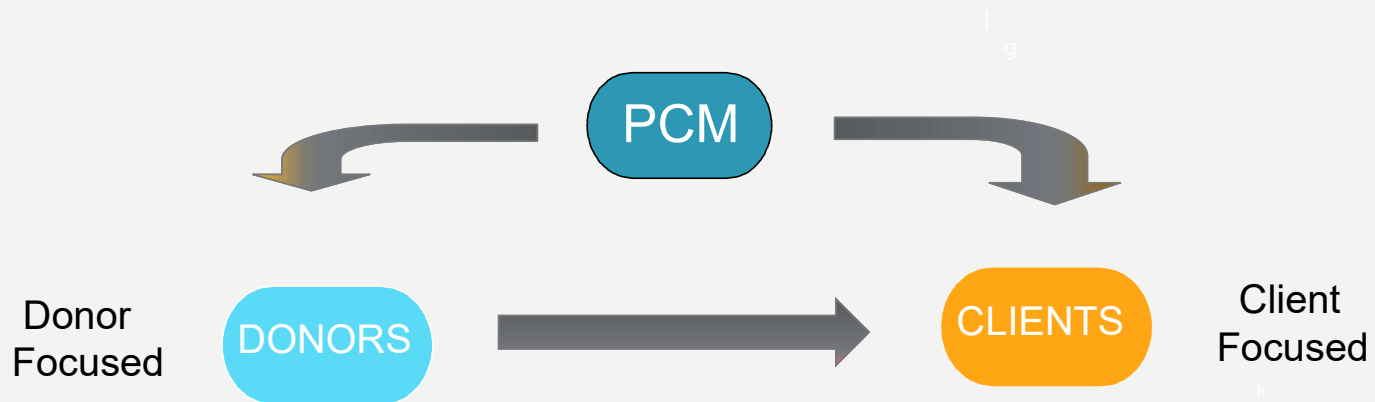


PREVIOUS APPROACH



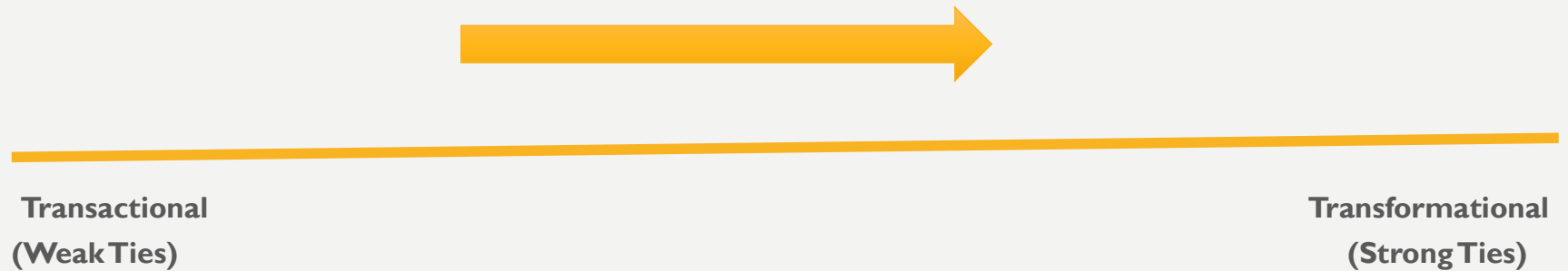
PCM helps the homeless and
And donors support our efforts

NEW APPROACH



**The Donor helps the homeless
by partnering with PCM**

THE GIVING CONTINUUM



People give along a continuum that varies by their experience

TRANSACTIONAL VERSUS TRANSFORMATIONAL GIVING

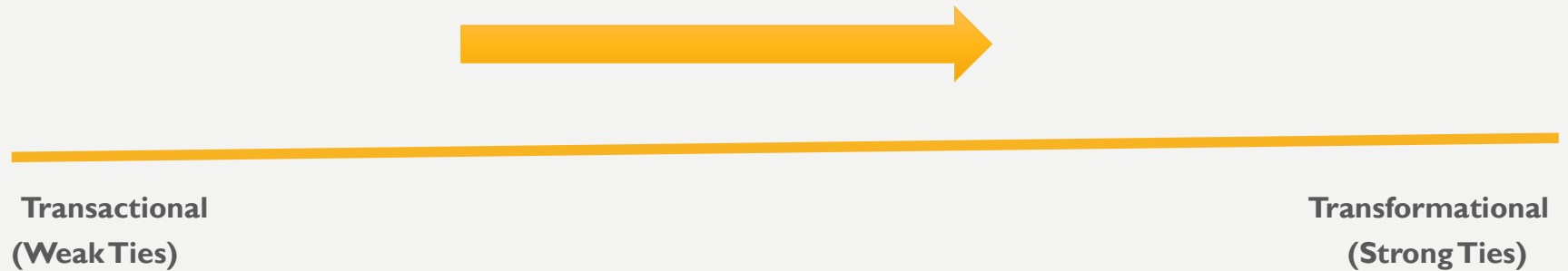
TRANSACTIONAL GIVING

- **Pitch is cause centered, “big picture” appeal**
- **Relationship is primarily one-directional**
- **Offers little direct benefit to the giver**

TRANSFORMATIONAL GIVING

- **Pitch is person centric, value-oriented appeal**
- **Relationship is usually two-directional**
- **Creates a mutually beneficial opportunity**

THE GIVING CONTINUUM



People give along a continuum that varies by their experience

HOW TRANSFORMATIONAL GIVING WORKS

THE CAUSE MUST BE COMPELLING & IMPORTANT



A CLEAR SOLUTION TO THE ISSUE MUST BE PROVIDED

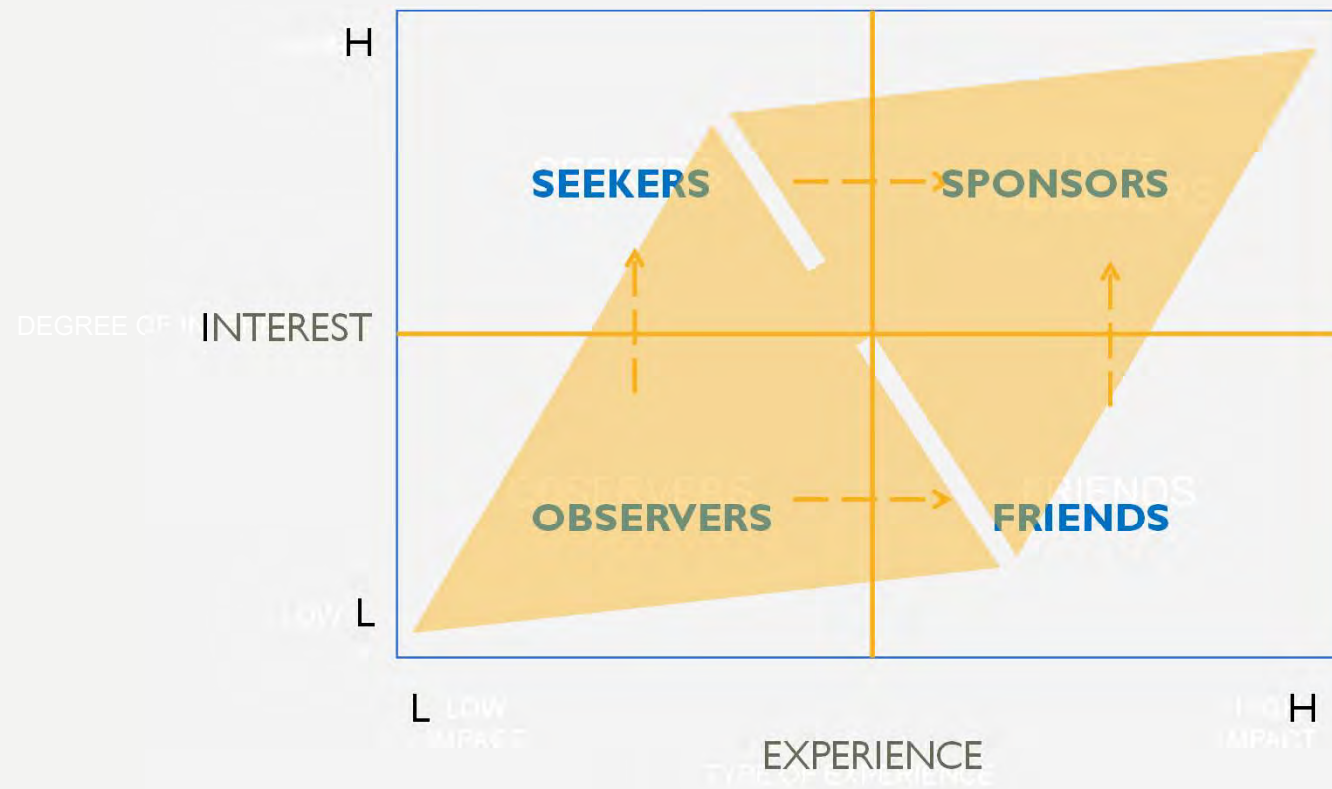


THE DONOR IS ABLE TO SEE THEIR ROLE IN THE SOLUTION

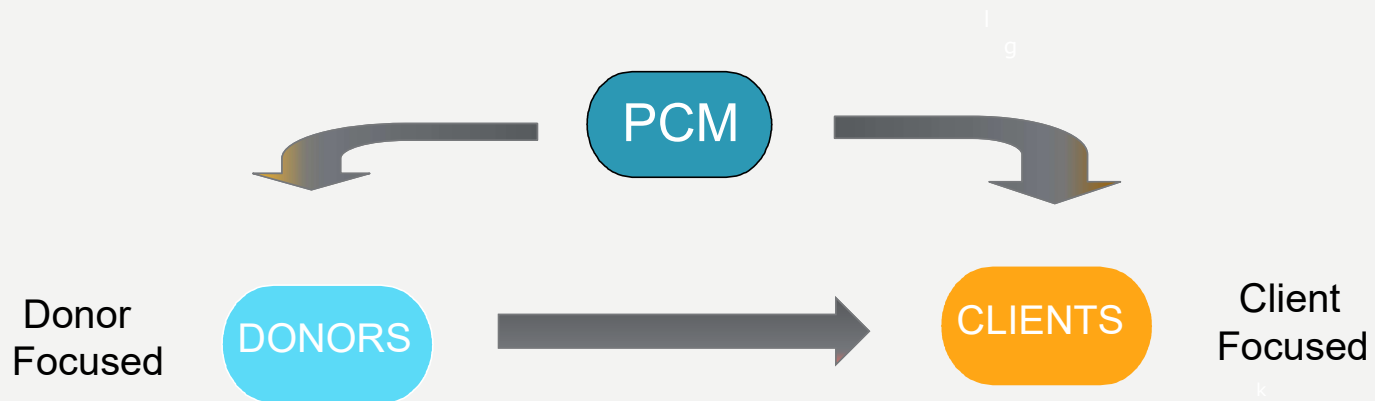
**“NOTHING BECOMES DYNAMIC
UNTIL IT BECOMES SPECIFIC”**

General Sam Phillips

DONOR TYPES



NEW APPROACH



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