

# RELATIONAL VS. TRANSACTIONAL GIVING: LEADERSHIP GIVING SOCIETY



**MARATHON**



**SPRINT**

# LEADERSHIP GIVING SOCIETY STRATEGY



## RELATIONAL

**CREATES  
COMMITTED  
DONORS WHO GIVE  
ON AN ON-GOING  
BASIS.**

**COMMITTED  
DONORS ARE MORE  
LIKELY TO MAKE A  
TRANSFORMATIONAL  
GIFT.**



## TRANSACTIONAL

**GIVE BECAUSE OF AN  
ACTION RATHER  
THAN THE MISSION.**

**MORE THAN 50%  
DON'T MAKE A  
SECOND GIFT.**

# LEADERSHIP GIVING SOCIETY GOALS



DEEPEN CONNECTION



INSPIRE TO INCREASE



BUILD PIPELINE



BEST PRACTICE

# LEADERSHIP GIVING SOCIETY PROCESS

**EXPLORE**

- MAJOR DONORS

**BUY-IN**

- DEVELOPMENT COMMITTEE & BOARD

**LAUNCH**

- LEADERSHIP AND PROCESS

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