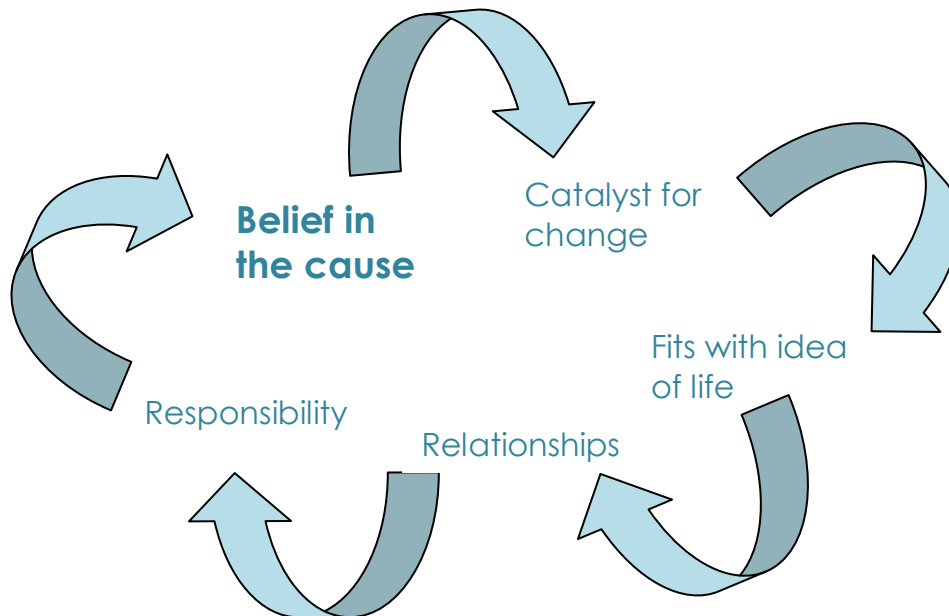


Belief in the cause: an individual feeling that it is essential that the organisation continues with this activity, is the primary motivation for donating.

Donors who care deeply about a cause such as museums, the arts or the cultural heritage may give to a number of organisations which address the same issue. It is important to note that whilst belief in the cause might interest the donor in the first place it won't sustain long-term giving for your organisation – for that you need other inter-linking elements:



Research will help you find out **why people give** and help identify those who **believe in the cause**.

Typical research questions:

- Giving history - have they supported any similar causes in the past? Are they still doing so? How do they support (financially / in kind)?
- Ability to give - what do you know about how they acquired their wealth, is this relevant to the cause? Do they have significant outgoings which would reduce the amount of support?
- What are their interests? Do these relate to the cause?
- What is their background? How were they educated? Do they have a history of giving in their family?
- Friends - Is anyone linked to your organisation in their network? This may be the person who should do the asking eventually.

You can carry out your own research by asking questions of your current loyal supporters for example (primary research); you could use other people's research and existing published data (secondary research); or most cost-effectively use information you already have but perhaps have not analysed such as previous visitor surveys, an analysis of previous donors (people who have given before already have a relationship with you which might well be worth reviving, a review of recent press cuttings) this is called desk research.

Some factors you may wish to consider are made available through the [National Council for Voluntary Organisations](#) which publishes annual research on trends in charitable giving, including by age, gender and socio-economic group. Arts and Business has done some [research](#) with City University on individual giving motivations with is useful in this context.