



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## A LOOK INTO WHY DONORS GIVE: IT'S PERSONAL

Experience tells us that there are 12 key reasons why people give:

1. Because they **believe in** the objectives and future directions of **the YMCA**.
2. Because of their **personal involvement** with the Y.
3. Because it **feels good** to do something for others.
4. Because they **feel morally or socially obligated** to do something for others.
5. Because **they want to "give back"** by assisting an organization which has given to them.
6. Because of **peer group pressure**.
7. Because they **want to gain recognition**.
8. Because of a **desire to protect others and make their community a better place**.
9. Because they **respect the person who asks**.
10. Because of the **tax advantage**, even if it is a small motivator.
11. **BECAUSE SOMEONE ASKS!**

