

The information presented here offers general insights, but your program shouldn't make important determinations based on its details.

Typical Donor Characteristics Table

	Annual Fund	Bequest	Gift Annuity	Charitable Trust	Major Gift
Age	All	Old ¹	60s-70s	45-65	30s-70s
Gender	Both	Female (Both) ²	Both (Female)	Male (Both)	Male (Both)
Marital Status	All	Single (Married) ²	All (Single)	Married	All
Children	All	Empty Nest (None)	Empty Nest	Empty Nest or at Home	Empty Nest or at Home
Income	All	Above Average	Above Average	Upper	Upper
Wealth	Not a Factor	Not a Factor	Above Average (Middle)	Upper/High	Upper/High
Visible Assets	Not a Factor	Not a Factor	Not a Factor	Identifiable	Identifiable
Financial Outlook	All	Fiscally Conservative	Fiscally Conservative	More Aggressive	More Aggressive
Risk Tolerance	All	Low	Low	Moderate to High	Moderate to High
Previous Giving	All (Loyal)	Long-term and Modest	Long-term	Shorter Term, Increasing	Shorter Term, Increasing
Nonprofit Connections	All	Below Radar	Below Radar	Leadership Roles, Visible	Leadership Roles, Visible
Religious Affiliation	All	Religiously Affiliated	Religiously Affiliated	Not a Factor	Not a Factor
Nonprofit Interests	Institutional Loyalty (Project or Program)	Institutional Loyalty (Project or Program)	Institutional Loyalty (Endowment)	Varies	Project or Program
Descriptor	"Loyal Donor"	"Lifestyle Donor"	"CD Investor"	"Equity Investor"	"Passion for the Cause"

Notes: Characteristic within (parenthesis) is the strong secondary tendency.

1. Old at date of gift, but on average people first place charity in their wills in the early 40s.

2. Most bequests are received from single women because they tend to be the spousal survivors or were never married.