



*Strengthening charities and
congregations to change the
world through generosity.*

You want me to donate? Why?

Building blocks for an impactful appeal

Stewardship Kaleidoscope 2026

Rev. Peter Reuss, CFRE, Partner



**Why do think PEOPLE give to your
congregation/organization?**

**Why do YOU give to your
congregation/organization?**



Strengthening charitable causes to change the world through generosity

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Stewardship

A history of shame and obligation

Henri Nouwen

“Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission.”

A Spirituality of Fundraising



Five Steps In Gaining A Gift

1. Identify

2. Inform

3. Motivate

4. Ask

5. Thank

Five Steps In Gaining A Gift

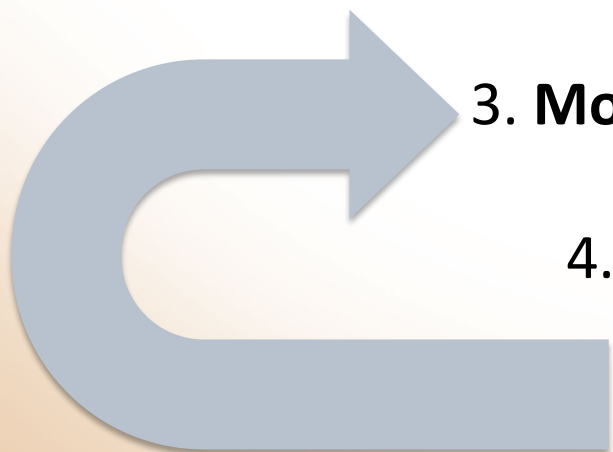
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The Case for Support

Goals vs. Tactics

Building Momentum

The Quiet Phase

Identify Potential Lead Donors

- **Linkage – Ability – Interest**
- **Wealth Screening**

Wealth Screening

Warren Buffett

- **Scores a 4 out of 4**
- **Gave \$1 million+ to local United Way**
- **\$1 million in real estate**
- **Largest Estimated Giving Capacity:
\$258,919,232**

Building Momentum

The Quiet Phase

Identify Potential Lead Donors

- **Linkage – Ability – Interest**
- **Wealth Screening**
- **Challenge Gifts**
- **1-1 Visits**
- **Who makes the visit?**

Building Momentum

Going Public

Take time to inform and motivate

- **Use all your communication channels**
- **Focus on inspiring**
- **Join me...**

Building Momentum

Announcing Advance Gifts

- **Lead gifts from quiet phase**
- **Leaders (session/board) give early**

Inviting Gifts

- **Make it personal**
- **Make it specific**

Bring It Home

- **Follow up with those who haven't responded**
- **Thank those who did**
- **Celebrate**
- **Tell the story**