



ACORN HILL  
ASSOCIATES

# Giving Ladder



## PRINCIPAL DONORS

**\$100,000+ : Meaningful Philanthropists**

true trust, transparent communication and partnership, potential naming opportunities, public honors and awards



## ENGAGED STAKEHOLDERS

**\$10,000 - \$99,999 : Major Donors**

personalized relationship stewardship, direct involvement with key stakeholders and mission impact, increasingly valuable benefits



## SUPPORTERS

**\$2,500-\$9,999 : Mid-Level Donors**

increasing customized communications, offering impact stories and gratitude, increasing invitations to participate more meaningfully, increasingly valuable and personal benefits.



## EXPERIENCE ENHANCERS

**\$100-\$1,249 : Members**

benefits, recognition, increasing information about their value to the mission



## ENTHUSIASTS

**Regular Event Attendees**

direct marketing, targeted invitations and solicitations to become donors



## TRYERS

**Single Event Attendees**

direct marketing, ads, social to bring them back

