

# Raising Impact Above Benefits: A Spectrum

Partial Integration of Impact

Full Integration of Impact

Multiple gift designation choices within a fund — not tied to donor tiers



Donors can designate their gift to 4 different funds: The Artists Fund, Jack Thomas, Community Engagement, and the School.



When making a monthly recurring gift, donors can designate their gift to General Support or Friends of the Adlers (to support young artists).

Overview of overall donation impact — not tied to donor tiers



Dedicated a webpage to describing why donors should support the Alley, touching on Houston-based artists, the city's economic health, and music education programs.



On the donation homepage, the Nashville Symphony highlights various themes behind what gifts support, using strong quantifiable successes to bolster each theme.

Small mention of impact attached to each tier



An impact statement is included within each donor tier's media selection. However, benefits are still at the forefront of each tier.



Every donor tier has a picture banner with a graphic of what that one-time gift can provide. Again, benefits are the main body of each tier's messaging.

Tiers are framed around impact — benefits are offered but secondary



Donor levels are thematized and defined by "who" the level is for, "what" the patronage supports in that level, and "how" much the minimum annual contribution is for that level. Benefits are found after scrolling down.



To increase monthly donors, the opera created a group called the Visionaries where donor tiers highlight that gift's impact. Benefits are linked at the bottom of the page but tucked away.

Campaign tiers are named and created around gift impact.



The ballet's Crisis Stabilization Fund framed each donor tier around an impact. Tiers are named with singular action verbs to signify a contribution to something.



For Art Start's 30 For 30 Fund, donor tiers are framed around impact and quantify how your gift can support their students. All tiers are set up to be monthly donations.



In its Resilience Fund, the ballet defined donor tiers by the gift's impact. Scripting was both qualitative and quantitative in how the gift could support the ballet.

*Note: the above three examples are instances of campaigns (which don't typically have benefits) while the other examples are all annual funds. However, it is rare to see examples of 'tiers' of impact and can be a model for annual funds as well.*