

# Giving Circles: Inspiring Sustainability through Group Engagement

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### Introduction

Traditional methods of fundraising, such as galas, crowd funding, direct marketing, and grant writing, are not as effective for the modern world and new generations of givers. Today’s donors want to be more engaged in where and how their money impacts the world. They are demanding to be a part of the process from beginning to end.

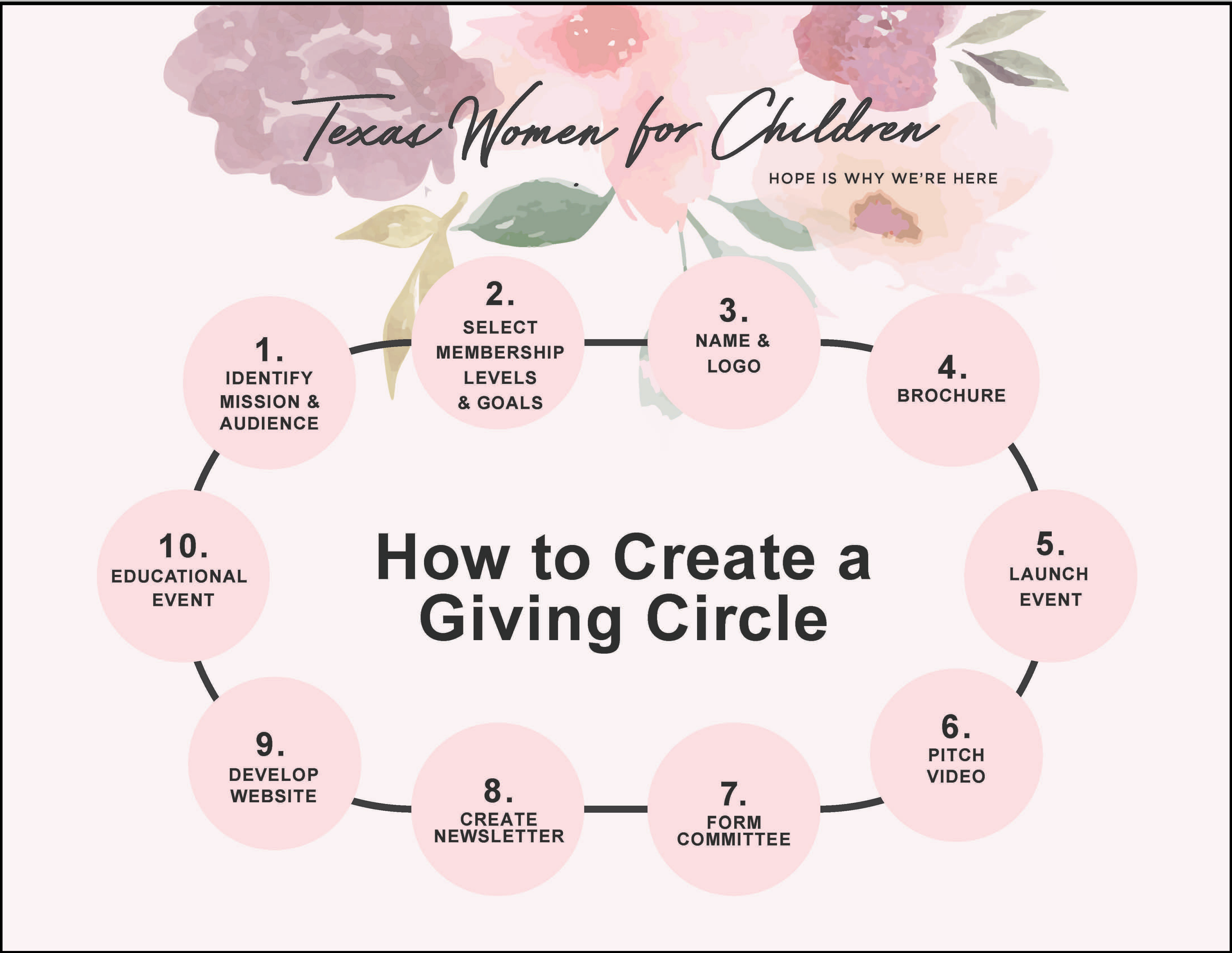
### Methods

Research on Giving Circles (GC)

Application of GC Research to TWC

Evaluation through Interviews

Revision of TWC Based on Feedback



### Conclusions

A Giving Circle is a social group of like-minded individuals pooling funds to vote on allocation of those funds to a cause. Giving Circles are a viable alternative for nonprofits who are dissatisfied with traditional methods of fundraising and want to supplement fundraising or replace an existing method. They provide a way to engage, educate, and empower a group of like-minded people to make a difference long-term through active engagement and decision-making power. Building a community of like-minded individuals can have exponential growth in funding through individual networks and lasting effects on the financial sustainability of the nonprofit through annual memberships. This Capstone Project is intended as a blueprint for other nonprofits interested in pursuing more engaged and sustainable methods of fundraising. It provides a structure with supporting data and research on creating a successful Giving Circle. This structure can be used by nonprofits, for-profit corporations, and community members looking to make a difference through a group initiative.

### Literature Cite

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### Acknowledgments

National Center for Missing & Exploited Children  
Human Dimensions of Organization’s Faculty  
Dr. Marc Musick  
Dr. Pamela Paxton

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