

<i>Status</i>	<i>Descriptors</i>	<i>Behaviors</i>	<i>Goal</i>	<i>Recognition</i>
Integrating	5 percent of donors; 80 percent of giving	<i>All behaviors</i>	Reward; reinforce commitment; extend feeling to others; build affiliation	Naming ops; board membership; prez visits; special duties; committees; ackn; listings
Engaging	10 percent of donors; 10 percent of giving	<i>Gives often to priorities; feels recognized; participates; message brings others along</i>	Reward; reinforce commitment; engage in the life of the institution; build affiliation	Group visits; participation in events; select publications; use of institution; committees; ackn; listings
Connecting	15 percent of donors; 7 percent of giving	<i>Gives often to priorities Feels recognized Participates</i>	Strengthen connection; raise sights; build affiliation	Group visits; select publications; ackn; listings
Responding	20 percent of donors; 2 percent of giving	<i>Gives intermittently to priorities Feels recognized</i>	Strengthen connection; build continuity of giving	Ackn; annual report; select publications; phone calls; visits
Organizing	50 percent of donors; 1 percent of giving	<i>Gives once in a while</i>	Make connection	Reinforce institutional values; ackn; annual report

Table 1: Donor behavioral outcomes in matrix with gift club segmentations.

<i>Status</i>	<i>Descriptors</i>	<i>Gift Club</i>	<i>Goal</i>	<i>Type of program</i>
Integrating	5 percent of donors; 80 percent of giving	<i>Highest Donor Club</i> <i>Benefactor Club</i>	Continue giving at all levels and by all means	Board membership Campaign leader Event host Subject of articles Solicitation volunteer
Engaging	10 percent of donors; 10 percent of giving	<i>Planned Giving Club</i> <i>Annual Fund Club</i>	Encourage bequest intention Advance annual giving	Invitation A-list Annual Fund vol Host regional events Annual visit
Connecting	15 percent of donors; 7 percent of giving	<i>Annual Fund Club</i>	Encourage increasing annual giving	Special AF ackn Stew calls from AF vol Annual visit with vol
Responding	20 percent of donors; 2 percent of giving	<i>Annual Fund Club</i>	Encourage participation	Special AF ackn Stew calls from AF vol
Organizing	50 percent of donors; 1 percent of giving	<i>Annual Fund Club</i>	Encourage annual participation	Direct phone and mail appeals Special contact

Table 2: Aggregation of gift clubs.