

Welcome to Network for Good's Fundraising Glossary for the Personal Fundraising Coach Program. This document includes a variety of terms and references that, as fundraising professionals, we commonly note. If you have any questions about any of these terms or references or are inspired to incorporate any of these strategies into your fundraising plans, please let your Personal Fundraising Coach know.

In addition to the glossary below, please find links to other glossaries that you may find useful below:

- [Certified Fund Raising Executive \(CFRE\)](#)
- [Network for Good](#)

Association of Fundraising Professionals (AFP)	A professional membership organization for fundraisers with local chapters around the world.
Call to Action (CTA)	A specific instruction that asks recipients to do something right away, such as donate, volunteer, or sign a petition. Designed to create a sense of urgency and is brief, clear, and easy to do.
Campaign	A fundraising effort that is established with a particular theme, purpose, monetary goal, and time frame (usually shorter than a year) to raise funds.
Capital Campaign	A highly structured fundraising initiative typically led by volunteers and supported by staff with consultants to raise funds for specific needs, to be met in a specific time frame (5-7 years).
Certified Fund Raising Executive (CFRE)	A globally recognized certification/credential for fundraisers
Crowdfunding	A method of raising capital through the collective effort of friends, family, customers, and individual investors. This approach leverages their networks for greater reach and exposure.
Constituents	Commonly used term to describe an organization's contacts, donors or members
Designation	A category that represents a particular mission area, fund, or directed use for donations received.
Engagement Plans	Seasonal plans uploaded directly into Network for Good customers' fundraising software that include email and direct mail templates, and sample scripts for personal video messages with suggested language for text messages and social media posts.
Fundraising Plan	A document that organizes fundraising activities over a certain period of time (usually 1-3 years). Plans typically outline goals, include campaign dates and engagement strategies, special event details, and a targeted communication schedule.
Fundraising Pages	The pages available in Network for Good's fundraising software for organizations to collect donations online. These include general donation pages called Everyday Giving Campaign, event ticketing and registration pages called Event Campaign, and Peer-to-Peer Campaigns, which allow supporters to fundraise for an organization
Gift in Kind	A gift of goods and services, instead of cash or stock
Give 8/28	Launched in 2017 and led by the Young, Black, and Giving Back Institute, this giving day initiative urges people to financially support black-led and black-benefiting organizations.
GivingTuesday	A global generosity movement that unleashes the power of people and organizations to transform their communities and their world. Created in the U.S. in 2012 and observed annually the Tuesday after Thanksgiving.
Impact Statement	Identifies both the beneficiaries of an NPs activities and the benefits the organization provides—that is, the change in behavior, knowledge, or status quo the org aims to effect
Major Gift	A gift of significant amount (size of gift may vary according to organization's needs and goals); may be repeated periodically and/or presented as a program designation.

Moves Management	The process by which a prospective major donor is moved from cultivation to solicitation. “Moves” are the actions an organization takes to engage individuals, establish relationships, increase support and steward donors.
Planned/Legacy Gift	A gift provided for legally during the donor’s lifetime, but whose principal benefits do not accrue to the institution until some future time, usually at the death of the donor
Soft Credit	Acknowledging the efforts of someone, other than the legal donor, who facilitated a gift by providing ‘soft’ (or associated) credit for that gift.
Supporters	Everyone supporting an organization - board members, volunteers, donors
Subscription Giving	A method of giving for donors who elect to support an organization on a recurring basis, typically monthly. Subscription donors often receive special and/or exclusive engagement opportunities.
Virtual Fundraiser	An event for supporters to convene online, utilizing live-streaming video and/or pre-recorded segments, silent and live auctions as well as peer-to-peer fundraising.
Wealth Screening	A method for an organization to assess a supporters' assets and giving patterns to estimate how much they can contribute.