

Financial Model	Special Events	Direct Mail	Corporate Sponsor	Fees	Major Gifts	Membership	Gov Contracts	Legislative Approval	Executive Earmark	Gov Pilot Project	Gov Reimburse	In-kind Giving
Heartfelt Connectors – cause resonates with diverse group	✓	✓	✓									
Beneficiary Builder – past recipients of services are targeted				✓	✓							
Member Motivator – an existing group of donor are targeted	✓	✓		✓	✓	✓						
Big Bettor – has large financial backing					✓							
Public Provider – provide public services (social services, housing, education)							✓					
Policy Innovator – present cheaper & effective alternatives								✓	✓	✓		
Beneficiary Broker – compete with others to provide services											✓	
Resource Recycler – collection donations & give to needy												✓
Market Maker – charge for odd demands, organ donations				✓	✓							
Local Nationalizer – focus on local issues	✓				✓							