

Development & Fundraising Glossary

Center of Excellence

Special Olympics



Term	Definition
Acknowledgement	The process of expressing gratitude to donors for their contributions. CRMs often automate acknowledgment emails or letters.
Campaign	A focused and organized effort to raise funds, awareness, or support for a specific cause, project, or initiative.
Campaign Management	The process of planning, executing, and analyzing fundraising campaigns. In a CRM, it involves tracking campaign performance and donor responses.
Capital Campaign	A strategic effort by a nonprofit organization to raise a significant amount of money for a specific capital project or major initiative.
Classy	A software platform designed for nonprofit organizations to manage and optimize their fundraising efforts. Classy is known for providing tools and solutions that facilitate online fundraising, donor engagement, and campaign management.
Contribution	The funds or resources donated by a donor to a non-profit organization.
Corporate Matching	A program where a company agrees to match the charitable donations made by its employees to eligible nonprofit organizations. Many companies offer corporate matching programs as part of their corporate social responsibility initiatives.
Customer Relationship Management System (CRM)	Refers to strategies, practices, and technologies that businesses use to manage and optimize interactions with customers throughout their lifecycle, with the goal of enhancing satisfaction and driving growth. Microsoft Dynamics is an example of a CRM.
Donor	An individual, organization, or entity that contributes funds or resources to a non-profit or cause.
Gift	A voluntary and philanthropic contribution of money, assets, or other resources made by an individual, organization, or entity to support a cause, nonprofit organization, or institution.

Last Updated: 3/7/24

Term	Definition
Gift Processing	The workflow for recording and managing incoming donations, including acknowledgment, and tracking of contributions.
Grant Management	Tracking and managing the application, approval, and reporting processes for grants received by the organization.
Integrated Direct Marketing Program (IDMP)	A comprehensive and coordinated marketing strategy that combines various direct marketing channels and techniques to promote a product, service, or brand. Special Olympics International facilitates the IDMP.
Integration	Connecting the CRM with other software or platforms to streamline processes and share data seamlessly.
Legacy Giving	Donors including the organization in their wills or estate plans, contributing to long-term sustainability.
Major Donor	A donor who contributes a significant amount of funds, often requiring personalized engagement and stewardship.
Pledge	A commitment from a donor to make a future donation. CRM systems track pledges and automate reminders for follow-ups.
Prospect	A potential donor who has shown interest in supporting the organization but hasn't yet donated.
Recurring Donation	A donation set to occur regularly at specified intervals, such as monthly or annually.
Soft Credit	Assigning credit for a donation to multiple individuals or entities, acknowledging the collaborative nature of fundraising efforts.