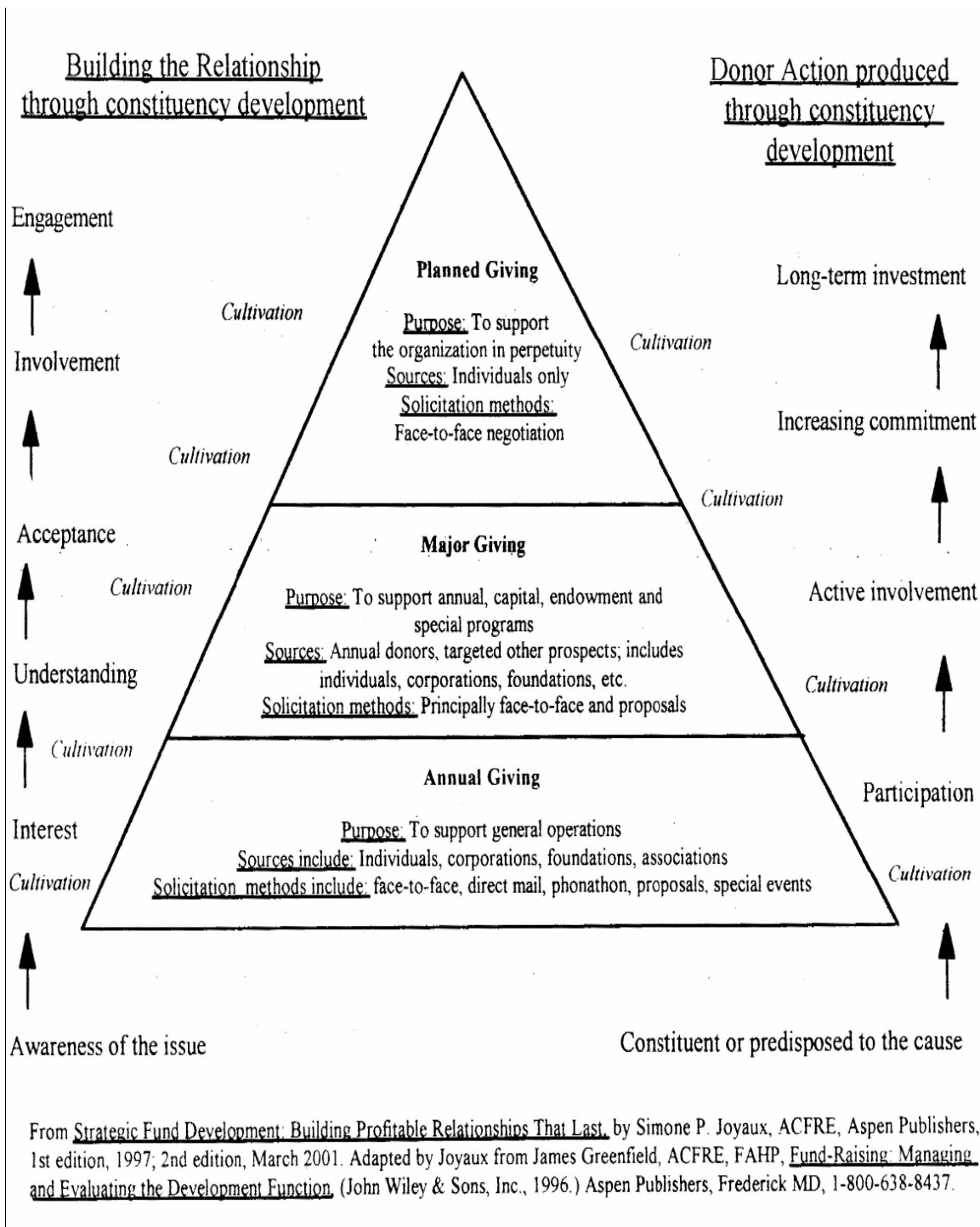


ENGAGEMENT PYRAMID



From Strategic Fund Development: Building Profitable Relationships That Last, by Simone P. Joyaux, ACFRE, Aspen Publishers, 1st edition, 1997; 2nd edition, March 2001. Adapted by Joyaux from James Greenfield, ACFRE, FAHP, Fund-Raising: Managing and Evaluating the Development Function, (John Wiley & Sons, Inc., 1996.) Aspen Publishers, Frederick MD, 1-800-638-8437.