

Seven Faces of Philanthropy

Identifying the Seven Faces:

Communitarian (26%) “*Doing Good Makes Good Sense.*”

- Have local history, roots and giving
- May have been born there/interested in their community
- Success tied to success of community
- Philanthropy is exchange—good for their business
- Typically serve on board
- Like accountability on how money is spent
- Appreciate recognition—want name on room, community signs
- Gives across the board to lots of local groups

Language—Impact on community, quality of life, "one family at a time"

Devout (21%) “*Doing Good is God's Will*”

- Practice proportionate giving
- 96% of giving is focused on religion
- Supports outreach and mission work
- Acts on faith in institutions—strong sense of faith, rarely check to see if money used as said
- Moral obligation to give—“to whom much is given, much is expected”
- Don't want to be recognized—will get recognition on other side
- Believes everyone should be treated the same from small to large gifts
- Seeks little control on how money is spent
- Not interested in being on board

Language—values of organizations, mission of group/project

Investors (15%) “*Doing Good is Good Business.*”

- Gives carefully after investigation
- Looks for measurable returns on investment
- Philanthropy is a business relationship
- Tax avoidance is a high motivator
- Not seen as charitable gift—investment for return
- Looks at giving as optional—doesn't understand moral obligation
- Tends not to have high influence on organization—rarely on board
- Likes some recognition—formal, among peers/above peer in community
- Important to determine who does ask—peer or above peer
- Prospect for anyone who can show bottom line/results
- Most likely to be interested in planned gifts

Language—financial health, size of budget and number served, "your investment in the group"

Socialite (11%) “*Doing Good is Fun.*”

- Motivated by creativity of event planning
- Fundraisers, not donors—help the organization—social, fun, bring in their social circle
- While communitarian looks at business contacts, socialite looks at social circles
- Put them to work on event fundraisers—ask them for upfront gifts (buy a table, etc.)
- Have the best events/new creative ways to get people to give to your organization

- Follow-up with people brought to events—some will not be socialites
- Like to be honored among their social network—put name on invitations, honor during event
- Expect sterling reputation—putting their reputation on the line
- Want special status/attention from the staff—want to be treated better—remember their birthday/when they call, put it through
- Ask to host dinners in their homes to intro/expose organization to others

Language—philanthropy as social exchange, “helping the organization”

Repayer (10%) “Doing Good In Return.”

- Response to life-changing experience
- Focused giving—usually education or health
- Benefit first, then philanthropic response
- Emphasis on results and beneficiaries
- Like low involvement in organization
- Doesn't seek attention—important to keep them informed on how spending their gift
- Feel that philanthropic dollar is more valuable than government dollar

Language—positive change, benefits, “just as the organization impacted your life forth years ago...”

Altruist (9%) “Doing Good Feels Right.”

- Genuine selfless donor—internally driven
- Spontaneous donors—respond to crises
- Often social organizations—can change giving from year to year
- Believe wealthy have obligation to give
- Not influenced by others
- Prefer to be anonymous—similar to devout, but less religious
- Emphasize quality of life within organization and its beneficiaries
- Rarely serve on board
- Can respond to direct mail/personal contact—dramatic story/appeal
- Direct service volunteers often are here

Language—dramatic stories, personalize, life-changing/saving, “hard to imagine a world without...”

Dynast (8%) “Doing good is a family tradition.”

- Philanthropy is a strong family value
- Generational differences—younger may choose creative alternatives
- Most careful and selective of all
- Focus on core mission of institution
- Will use outside advisors
- Current group not necessarily following family's traditional groups
- Doesn't seek formal recognition for gifts—“if we put our name on it, they expect us to maintain it forever!”
- Like to help economically disadvantaged

Language—tradition, core mission, new collaboration/partnerships (creativity), impacting lives in crisis/ underprivileged