

Becoming an effective philanthropist

Presented by

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Why people *give*



What motivates people to contribute?

1. **Personal satisfaction** – I feel good about sharing my wealth; giving makes me happy
2. **Special cause** – I have a personal or emotional connection to a cause or organization
3. **Impact** – I want to see how my giving supports sustainable change for causes
4. **Give back** – I see it as my duty to give back as I feel that I've "made it"
5. **Legacy** – I want my wealth to "do good" for future generations
6. **Community-related** – I want to see my gift making a difference in my community
7. **Religious conviction** – giving to my church, synagogue, temple etc. has been a part of my life
8. **Tax planning** – I give to maximize my tax benefits
9. **Family tradition** – My family has a history of giving to a certain organization
10. **Recognition** – I want to be known for supporting a specific cause or organization

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How to find the “*why*” for donors

**Help donors clearly articulate
their motivations and values**

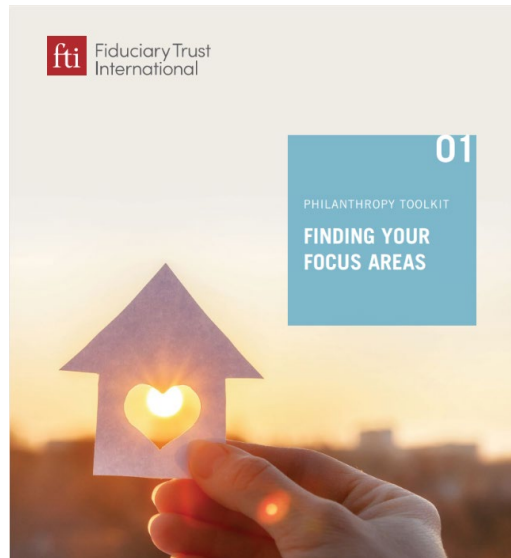


Where to *start*

Develop a personal mission statement and proactive giving plan



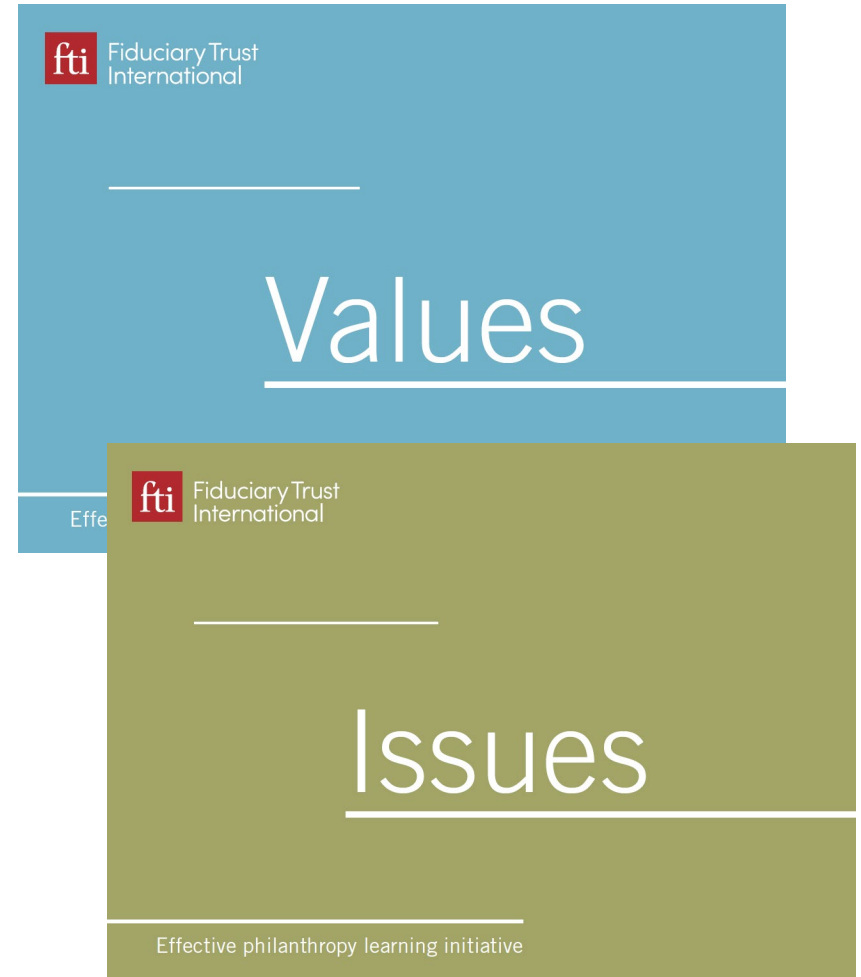
Tools that can *help*

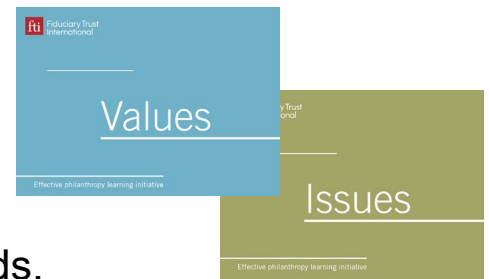


Breakout session

Each table represents one donor.
Together, you will work to establish an understanding of your core values and issue areas.

From there, you will prioritize those values and issues and create a personal mission statement for your giving.

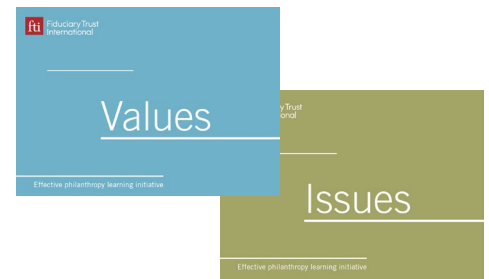




Breakout session

On the table you will see a set of value cards and a set of issue area cards.

1. Each person at your table will select one value and one issue area of “the donor.” If helpful, you as a table can give the donor a name. The cards you choose can be random or relevant to you – the choice is yours. However, I have seen this exercise work best when individuals have a meaningful connection to the value and issue cards.
2. Go around the table and have each person share why they chose their value. Again, you could make something up or share from personal reflection.
3. Now that you’ve heard each value that your “donor” has, you need to prioritize those values. Each is just as important as the next, however, through ongoing conversation, storytelling, and negotiation you can develop a priority list. The more focused a donor is, the more impact they can make; therefore, ideally, narrow values to Top 3.
4. Repeat steps 2 & 3 with the issue cards.
5. Now “your donor” has their top values and issue areas identified and they are clear about why those are important to them. Likewise, you as advisors are also aware.



Breakout session

Time to write a mission statement!

We aim to address **WHAT** for **WHO**, **WHERE** because this aligns with our commitment to **WHICH VALUE**.

WHAT

What causes/issues do you want to address with your philanthropy (e.g., environment, education, animal-related)?

WHO

Who will benefit from your philanthropy (e.g., people experiencing homelessness, children from low-income backgrounds, abused animals)?

WHERE

Where, geographically, will you focus your philanthropy (e.g., a specific location, locally, statewide, nationally, globally)?

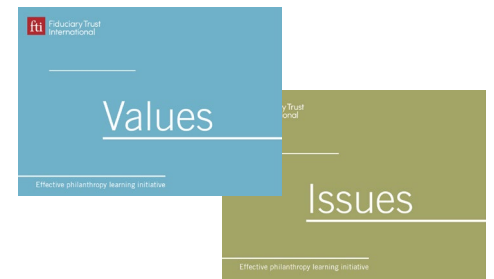
VALUES

Which values are driving your goal (e.g., respect, diversity, empathy)?

Example:

We aim to address **EDUCATION INEQUALITY** for **LOW-INCOME SECONDARY SCHOOL STUDENTS** in **GRAND RAPIDS PUBLIC SCHOOLS** because this aligns with our commitment to **EQUITY IN PUBLIC EDUCATION**.

Breakout session

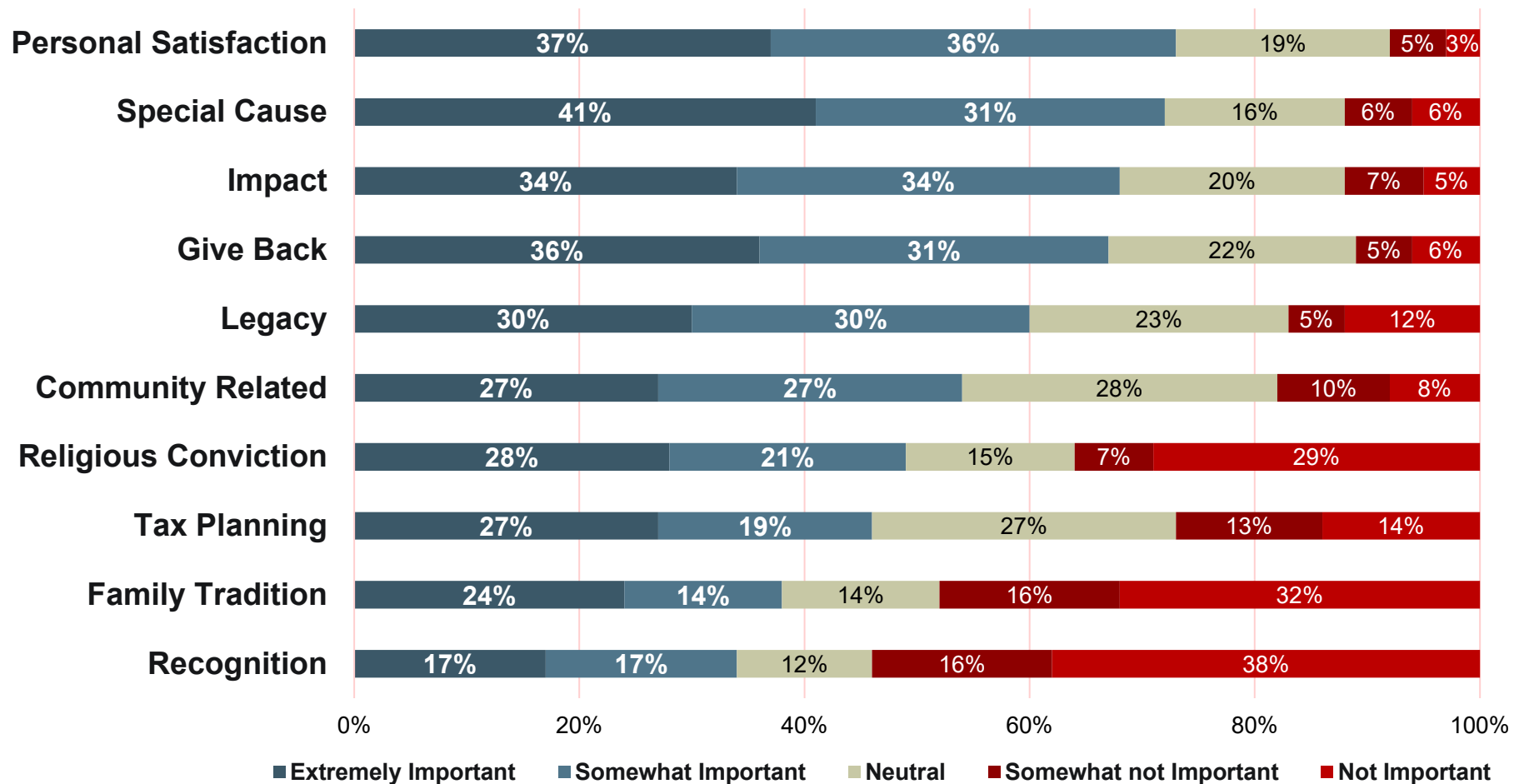


Keep these four principles in mind:

- Be specific
- Keep it concise
- Use simple language (avoid buzzwords)
- Make it actionable

Why people *give*

Importance of motivators



Key takeaways

1. A personal mission statement helps donors articulate their motivations
2. The more you know about a donor the deeper you can engage
3. Research behind this exercise is the catalyst for better understanding of a donor. However, this is only the start!

Contact us

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