

The Power of Love in Major Gifts Development

MAJOR DONOR PORTRAYALS FROM THE RESEARCH

Seven Faces of Philanthropy

Some Distinguishing Characteristics

The Communitarian
(26%)

- "What's good for my community is good for me." Want to know gifts are used effectively.
- Predominately business people; give from choice, not obligation. Prefer individualized attention/responsiveness.
- Key positive images: community, leadership, accountability.

The Devout
(21%)

- Motivated by religious belief, moral obligation and selflessness. Desire to reciprocate God's love by helping others.
- Give to religiously affiliated organizations; high trust; low need for recognition/influencing how funds are spent.
- Key positive images: God, duty, service, mission, values vision.

The Investor
(15%)

- "One eye on the cause ... and one eye on personal tax and estate consequences." Methodical; results-oriented.
- Do not give out of moral obligation or social pressure; skeptical of people who claim to be altruistic.
- Key positive images: sound financial management, efficiency, effectiveness, leadership, opportunity.

The Socialite
(11%)

- "Relish creating enjoyable ways for others to give." Desire individualized attention and recognition for their activities.
- NPO reputation for positive results matters; rely on their social networks to help discern.
- Key positive images: mutual support, serving the community, fellowship.

The Repayer
(10%)

- Give to acknowledge assistance they received from the NPO. Define philanthropy by good accomplished, not motive.
- Want NPO to focus on the customer -- not them; low need for attention, recognition and control of operations
- Key positive images: "Made a difference in my life," mutual support, paying back, showing gratitude.

The Altruist
(9%)

- Motivated by spiritual growth. Believe that there's a moral imperative to give. Greater wealth = greater obligation.
- Selflessness in giving more important than the act of giving. Want their motivations acknowledged.
- Key positive images: self-fulfillment, self-actualization, sense of purpose, vision, mission and social responsibility.

The Dynast
(8%)

- Giving expected as part of family tradition. Low need for external approval. Motivation more important than the act.
- Desire relationship with key organizational leaders. Want NPO resources spent on mission, not on major donors.
- Key positive images: family tradition/history, social responsibility, doing good.

Adapted from: Prince, Russ Alan and Karen Maru File. [The Seven Faces of Philanthropy](#). Jossey-Bass, 1994. Findings based on a sample of 476 affluent individual donors with \$1,000,000+ in discretionary income and a record of contributing \$50,000+ to a single NPO in the past two years.

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Money for Good, 2010	Core Drivers of Giving
<p align="center">Repayer (23%)</p>	<ul style="list-style-type: none"> •Cause impacted me or a loved one •"I give to my alma mater."
<p align="center">Casual Giver (18%)</p>	<ul style="list-style-type: none"> •Organization is established and respected •"I donated \$1,000 so I could host a table at the event."
<p align="center">High Impact (16%)</p>	<ul style="list-style-type: none"> •Focused on underserved social issue •"I give to the nonprofits that I feel are generating the greatest social good."
<p align="center">Faith Based (16%)</p>	<ul style="list-style-type: none"> •Fit with religious beliefs •"We give to our church or to organizations that fit with our religious beliefs."
<p align="center">See the Difference (14%)</p>	<ul style="list-style-type: none"> •Organization works in my local community; organization is small and makes a difference •"I think it's important to support local charities."
<p align="center">Personal Ties (13%)</p>	<ul style="list-style-type: none"> •Familiar with organization/leadership; asked by family or a friend in social network •"A lot of my giving is in response to friends who ask me to support their causes."

Adapted from Hope Consulting, *Money for Good: The US Market for Impact Investments and Charitable Gifts from Individual Donors and Investors*, www.hopeconsulting.us/work/money-for-good, May 2010. Findings based on an online survey of 4000 "Affluent Donors" (household income > \$80k). "High Net Worth Donors" (household income > \$300k) singled out for comparisons.

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Bank of America Studies of High Net Worth Philanthropy

High Net Worth Philanthropy ¹	Top Three All Households 2010 Report	Top Three All Households 2012 Report	Top Three Women Only 2011 Report	Top Three Men Only 2011 Report
Motivations to Give	<ul style="list-style-type: none"> Moved at How Gift Can Make a Difference (72.4%) Feeling Financially Secure (71.2%) Giving to an Efficient Organization (71.0%) 	<ul style="list-style-type: none"> Moved at How Gift Can Make a Difference (74%) Feeling Financially Secure (70.8%) Support Same Orgs/ Causes Annually (68.5%) 	<ul style="list-style-type: none"> Moved at How Gift Can Make a Difference (81.7%) Giving to an Organization that Is Efficient (80.5%) Give Back to the Community (78.2%) 	<ul style="list-style-type: none"> Moved at How Gift Can Make a Difference (70.9%) Feeling Financially Secure (69.5%) Giving to an Organization that Is Efficient (69.2%)
Important after making a charitable gift	<ul style="list-style-type: none"> Demonstrate Sound Business Practices (86.9%) Send Receipt for Tax Purposes (84.9%) Do Not Distribute Name (80.1%) Spend Appropriate Amount on Overhead (80.1%) 	<ul style="list-style-type: none"> Appropriate Amount on Overhead (81.5%) Do Not Distribute Name to Others (78.3%) Demonstrate Sound Business/Operational Practices (76.2%) 	<ul style="list-style-type: none"> Send Receipt for Tax Purposes (90.7%) Demonstrate Sound Business Practices (89.7%) Do Not Distribute Name (84.4%) 	<ul style="list-style-type: none"> Demonstrate Sound Business Practices (86.4%) Send Receipt for Tax Purposes (82.7%) Spend Appropriate Amount on Overhead (80.1%)
Reasons for stopping support of an organization	<ul style="list-style-type: none"> Too Frequent Solicitation/Asked for Inappropriate Amount (58.9%) Decided to Support Other Causes (34.2%) Household Circumstances Changed (29.4%) 	<ul style="list-style-type: none"> Too Frequent Solicitation/Asked for Inappropriate Amount (37.6%) Org Changed Leadership or Activities (28.9%) Decided to Support Other Causes (26.6%) 	<ul style="list-style-type: none"> Too Frequent Solicitation/Asked for Inappropriate Amount (49.3%) Decided to Support Other Causes (41%) Household Circumstances Changed (30.6%) 	<ul style="list-style-type: none"> Too Frequent Solicitation/Asked for Inappropriate Amount (61.2%) Decided to Support Other Causes (32.9%) Org Changed Leadership or Activities (28.7%)

¹ Bank of America Merrill Lynch. The 2010 and 2012 *Studies of High Net Worth Philanthropy: Issues Driving Charitable Activities among Affluent Households*, and *The 2011 Study of High Net Worth Women’s Philanthropy and The Impact of Women’s Giving Networks*. The Center on Philanthropy at Indiana University, 2010, 2011 and 2012.