

7 FACES OF PHILANTHROPY

How well do you know why your donors give?

Based on research by Prince & File

*Donor giving comes primarily from
one of these seven motivations.*



Communitarian



The Devout



Investor



Socialite



Altruist



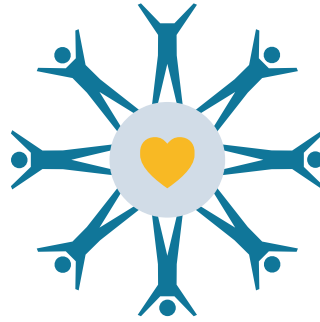
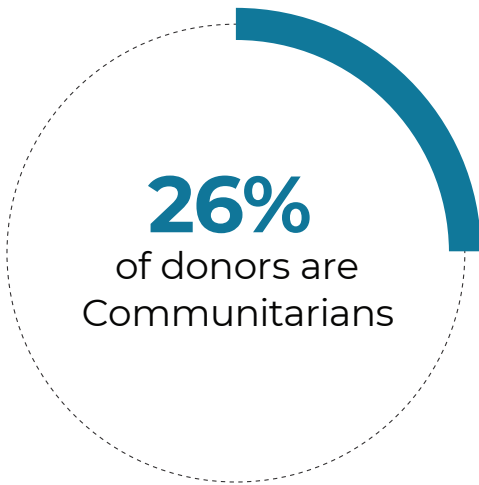
Repayer



Dynast

Communitarian

“Doing Good Makes Good Sense”



Have local history and roots

Gives to lots of local groups

Success tied to success of community



Typically serve on a board

Responds to client testimonies

HIGH

Values knowing other donors

HIGH

The Devout

“Doing Good is God’s Will”



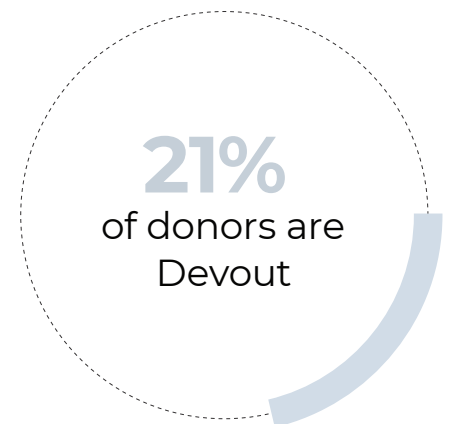
Supports outreach and mission work



Acts on faith in institutions



Moral obligation to give



Don't want to be recognized

Responds to client testimonies

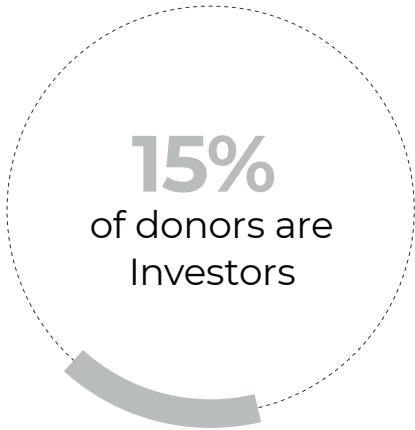
HIGH

Values knowing other donors

MEDIUM

Investors

“Doing Good is Good Business”



Gives carefully after investigation
Looks for measurable returns on investment
Philanthropy is a business relationship
Not seen as charitable gift



Prospect for anyone who can show bottom line / results



Often not interested in being on board

Responds to client testimonies

HIGH

Values knowing other donors

HIGH

Socialite

“Doing Good is Fun”



Motivated by creativity of event planning



Like to be honored among their social network



Want special status/attention from the staff

- ✓ Put them to work on event fundraisers
- ✓ Have creative ways to get people to give
- ✓ Follow-up with people brought to events
- ✓ Expect sterling reputation
- ✓ Wants to be host



Responds to client testimonies

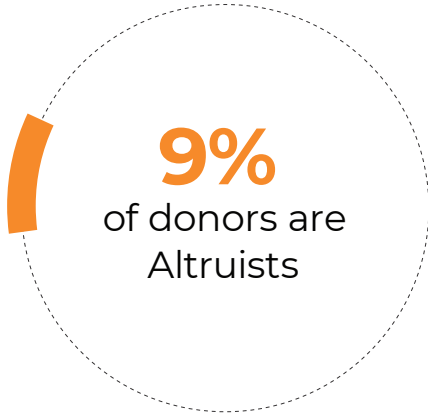
HIGH

Values knowing other donors

HIGH

Altruist

“Doing Good Feels Right”



Genuine selfless
donor

Spontaneous donors
Believe wealthy have
obligation to give
Prefer to be anonymous
Rarely serve on Board



**Direct service volunteers
often are here**

Responds to client testimonies

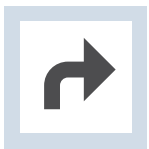
MEDIUM

Values knowing other donors

HIGH

Repayer

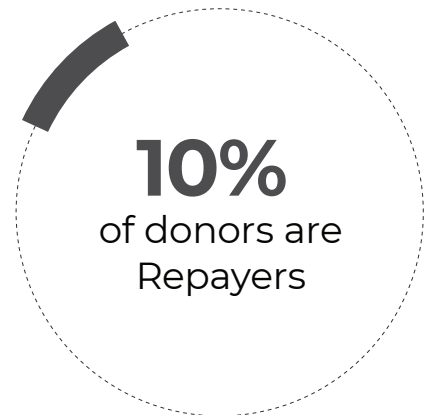
“Doing Good in Return”



Reponse to life-changing experience
Emphasis on results and beneficiaries
Like low involvement in organization



Doesn't seek attention



Responds to client testimonies

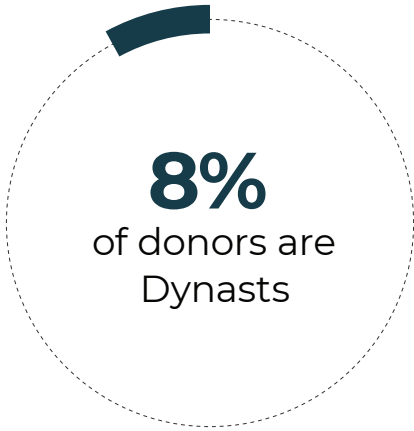
HIGH

Values knowing other donors

LOW

Dynast

“Doing Good is a Family Tradition”



Philanthropy
is a strong
family value



Most careful
and selective
of all



Focus on core
mission of
institution

Will use outside advisors

Like to help economically disadvantaged

Responds to client testimonies

HIGH

Values knowing other donors

HIGH

**THE
VARGA
GROUP**

Strengthening Nonprofits

thevargagroup.com