

## **“The Seven Faces of Philanthropy”**

### ***The Communitarian (26%) – “Doing Good Makes Good Sense”***

- ♦ Give because it is good for the community, good for me
- ♦ Success tied to success of community
- ♦ Look for professionalism/business-like operations
- ♦ Focus on results rather than plans for the future
- ♦ Expect recognition

### ***The Devout (21%) – “Doing Good is God’s Will”***

- ♦ Philanthropy is obligation – tied to spiritual development
- ♦ Resist the idea of philanthropy as exchange
- ♦ Support for religious causes, outreach, mission work
- ♦ Act of faith in the cause/institution
- ♦ Expect attention – but egalitarian perspective

### ***The Investor (15%) – “Doing Good is Good Business”***

- ♦ One eye on the cause and the other on tax benefits
- ♦ Estate planning for the future of family
- ♦ Think of giving and investing in the same terms
- ♦ Look for good returns on their donation
- ♦ Philanthropy is a business relationship

### ***The Socialite (11%) – “Doing Good is Fun”***

- ♦ Attracted to social circle, entertainment and doing good
- ♦ Motivated by creativity and demands of event planning
- ♦ See themselves as fund raisers, not donors
- ♦ Philanthropy as social exchange – expect attention

### ***The Repayer (10%) – “Doing Good in Return”***

- ♦ Constituents first and donors second
- ♦ Life changing experience – education or health
- ♦ Benefit first and then are philanthropic – gratitude
- ♦ Tightly focused giving to few nonprofits
- ♦ Emphasis is on results and on the beneficiaries

### ***The Altruist (9%) – “Doing Good Feels Right”***

- ♦ The genuine selfless donor – lone philanthropist
- ♦ Focus on social causes, the elderly and poor
- ♦ Giving is internally motivated – moral imperative
- ♦ Resent and disparage those who seek benefits
- ♦ Focus on personal integrity of staff not results

### ***The Dynast (8%) – “Doing Good is a Family Tradition”***

- ♦ Wealth is inherited or family business
- ♦ Philanthropy product of early childhood socialization
- ♦ Generational differences in institutions supported
- ♦ Seek creativity in charitable work – independence
- ♦ Most careful and selective of philanthropists

***Prince, Russ Alan and File, Karen Maru, The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors, Josey-Bass, Inc., Publishers, (San Francisco, CA) 1994.***