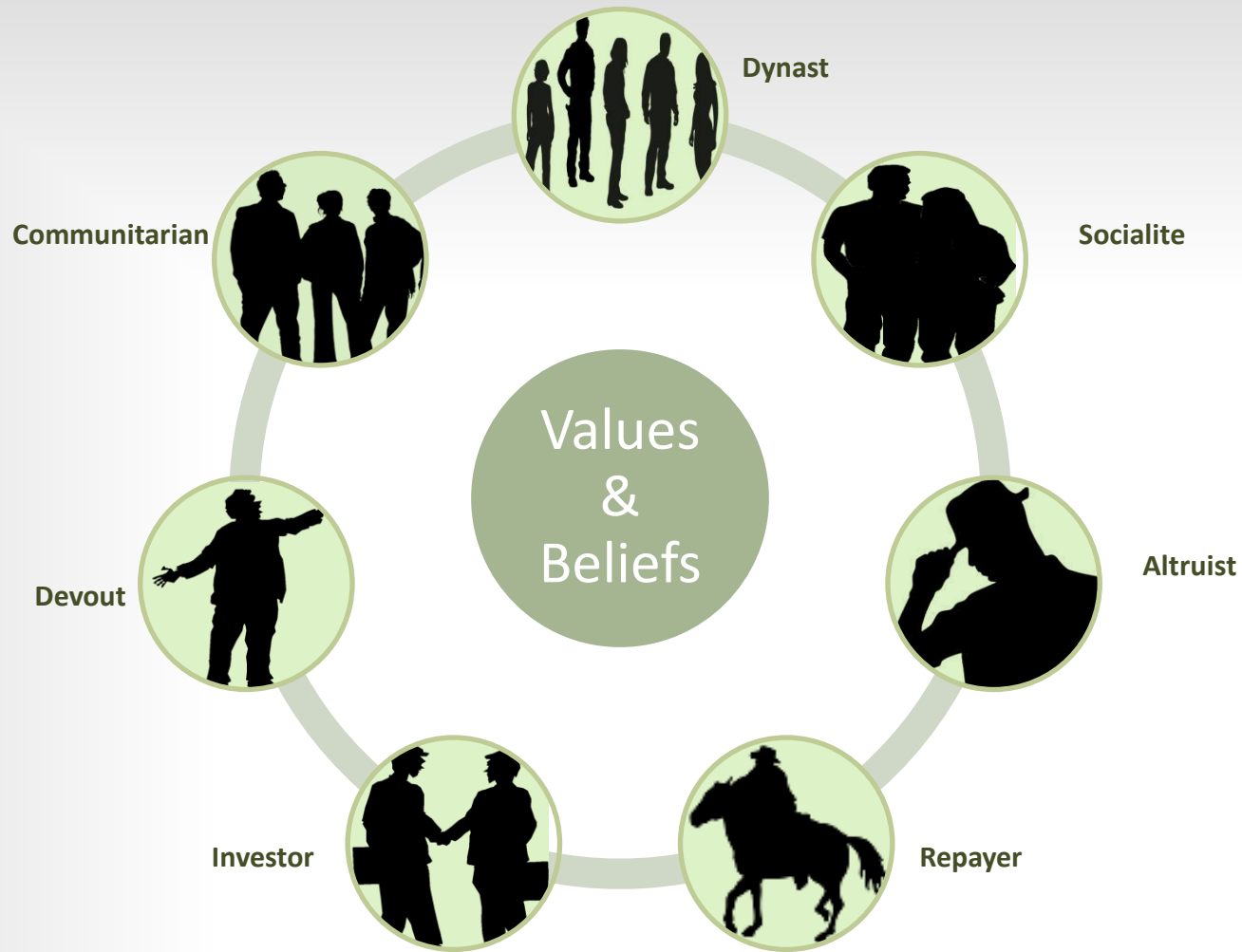




Partnerships & Community Collaboration Academy  
Managing By Network

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# Seven Faces of Philanthropy and Partnerships



# The Seven Faces of Philanthropy



What motivates individuals and the leadership of public, private and nonprofit institutions to make philanthropic grants, gifts and contributions?

The Seven Faces of Philanthropy, is a 1994 social science study conducted by Russ Alan Prince and Karen Maru File. In this study, Prince and File analyzed the motivations of individuals relative to their interest and support of nonprofit organizations. They categorized individuals into 7 distinct groups or faces.

Each group was defined by the attitudes and beliefs that motivate individuals to act on behalf of and in support a nonprofit. The study defines the expectations of each group related to communication, involvement, decision-making, and recognition.

## Origin of The Seven Faces of Philanthropy

# What are the Seven Faces of Philanthropy



1. **Repayer:** Doing Good in Return



2. **Investor:** Doing Good is Good Business



3. **Socialite:** Doing Good is Fun



4. **Communitarian:** Doing Good Makes Sense



5. **Devout:** Doing Good is a Moral Obligation



6. **Altruist:** Doing Good Feels Right



7. **Dynast:** Doing Good Is a Family Tradition

# 1. The Repayer: Doing Good in Return



RePAYERS tend to have been constituents first and PARTNERS second

A typical Repayer has benefitted from some institution and now supports that institution from a feeling of loyalty or obligation

RePAYERS believe the wealthy have a special responsibility to give





# The Repayer: Doing Good in Return

- Insist on effectiveness—often based on their own experience
- Will give because good results will follow
- Want nonprofits (or public agency partnership) to focus on their constituents
- Have little need to be involved in operations of a nonprofit (or public agency partnership)
- Believe nonprofits are more helpful than government agencies
- Seldom rely on advisors because they feel they have a first hand knowledge
- Do not want individual attention and recognition
- Want their simple, uncluttered motives to be understood

Who among the individuals and organizations that you work with fits this description?

## 2. The Investor: Doing Good is Good Business



Investors make contributions based on the cause and give equal merit to both good business strategy and tax benefits

They apply the same careful analysis to nonprofit contributions as they do any investment

Investors typically donate to a wide range of nonprofits

Investors are looking for the “win-win” situation based on mutually beneficial interest

Financial benefits associated with donating sets the parameters of their philanthropic behavior







# The Investor: Doing Good is Good Business

- Results oriented
- Plan contributions to nonprofits (or public agency partnership) methodically—rigorous process for evaluating request
- Nonprofits (or public agency partnership) must show that they are going to be effective
- Evaluate tax advantages of a contribution.
- Expect nonprofits (or public agency partnership) to understand their business concerns
- Want public and private acknowledgment attention
- Do not feel morally obligated to give
- Do not seek influence over use of funds because they do their homework upfront

Who among the individuals and organizations that you work with fits this description?

# 3. The Socialite: Doing Good is Fun



Socialites find social functions benefitting nonprofits an especially appealing way to help make a better world and have a good time doing it

They are especially drawn to education and the arts. Socialites seek opportunities to create fund raising and social events to benefit nonprofits and are less interested in participating in the day to day activities.

These donors develop extensive social networks that work together to achieve goals. Relish creating enjoyable ways for others to give. Friendships are highly valued.





# The Socialite: Doing Good is Fun

- Socialists give because they can direct their giving to places that government cannot reach
- Give because they are charitable at heart and happen to have money
- Believe the true way to look at philanthropy is by what it accomplishes
- Expect individual attention from the nonprofit (or public agency partnership)
- Focus on fundraising end result and pay attention to selection of a nonprofit (or public agency partnership) and have little need to be concerned with use of funds
- Desire formal recognition of their philanthropic activities

Who among the individuals and organizations that you work with fits this description?



## 4. The Communitarian Partner: Doing Good Makes Sense

Communitarians believe active community involvement makes good sense in that they help their own community prosper by supporting local charities

They are typically local business owners who find that service on boards and committees of local nonprofits can be good for business because of the relationships that often develop in such settings

They believe nonprofits are more effective in addressing problems than federal, state or local government





# The Communitarian Partner: Doing Good Makes Sense

- Use advisors extensively in making decisions
- Want to influence how donations are used
- Want to be assured that the nonprofit (or public agency partnership) recognized why they are giving
- Expect nonprofits (or public agency partnership) to look out for their needs
- Want public acknowledgement

Who among the individuals and organizations that you work with fits this description?



# 5. The Devout: Doing Good is a Moral Obligation

The Devout are motivated by belief and their personal philosophy of good versus evil

They donate their time, talent and treasure because giving is a moral obligation

They make decisions based on trust and align themselves with like-minded individuals





# The Devout: Doing Good is a Moral Obligation

- Desire to have the nonprofit (or public agency partnership) reflect their values
- Do not typically rely on professional advisors
- Do not typically try to influence funds after making a gift but rely more on a relationship of trust with the nonprofit (or public agency partnership)

Who among the individuals and organizations that you work with fits this description?

# 6. The Altruist: Doing Good Feels Right



Altruists give out of generosity and empathy to urgent causes and who modestly wish to remain anonymous

Altruists make decisions without the input of advisors and are usually not interested in active roles in the nonprofits they support

Give in a selfless manner—the true philanthropy

Believe nonprofits are generally morally superior to government







# The Altruist: Doing Good Feels Right

- Selecting a nonprofit (or a public agency partnership) is a people process
- Act as individuals and not part of a social network
- Do not seek activate participation in the organization (or a public agency partnership)
- Are not concerned with formal recognition

Who among the individuals and organizations that you work with fits this description?



# 7. The Dynast: Doing Good Is a Family Tradition

Dynasts give because of a cause their family has always stood for and they believe it is expected of them to support nonprofits

Dynasts give because philanthropy is part of their self-concept

They believe philanthropy is everyone's responsibility





# The Dynast: Doing Good Is a Family Tradition

- Likely to employ professional advisors.
- Are touchy on the issue of tradition based on generational lines
- Expect nonprofits (or public agency partnership) to stay focused on their missions instead of catering to major donors
- Defer to organizations on day to day decisions
- Not specifically interested in being honored for behavior they see as essential
- Are interested in being involved in managerial aspects of the organization, often interested in joining the board believing giving of time as important as money
- Methodical in selecting organizations to support

Who among the individuals and organizations that you work with fits this description?





## Effective Communication

The following charts reveal the positive concepts that resonate with each group as defined by the Seven Faces of Philanthropy

# Concepts that Resonate with **Repayer** and **Communitarians**

Personality	Concepts	
<b>RePAYERS</b>	Pay back	Supporting each other
	Grateful	Made a difference in my life
	Effectiveness	Doing good
	Social responsibility	Opportunity
<b>CommunitARIANS</b>	Responsibility	Good for the community
	Service	Civic responsibility
	Fundraising	Leadership
	Accountability	Doing good
	Social responsibility	Effectiveness

## Concepts that Resonate with **Socialites** and **Altruist**

Personality	Concepts	
Socialites	Special event	Serving the community
	Charity Functions	Leadership
	Fundraising	Doing good
	Supporting each other	Fellowship
Altruist	Self-fulfillment	Social responsibility
	Sense of purpose	Doing good
	Self-actualization	

## Concepts that Resonate with **Investors**

Personality	Concepts	
Investors	Results	Efficiency
	Performance	Effectiveness
	Fiduciary	Well-managed
	Professional	Leadership
	Accountability	Opportunity
	Doing Good	

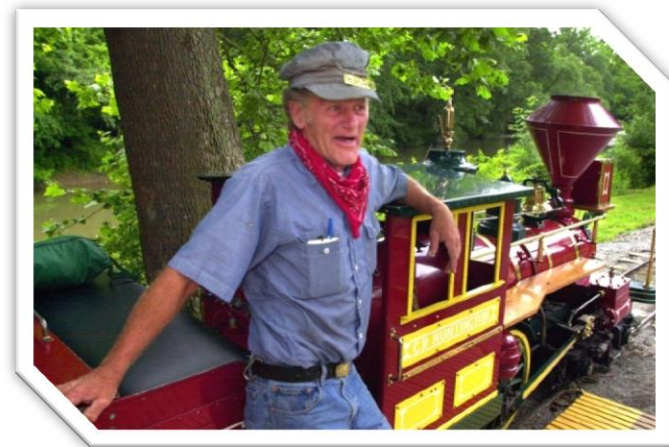
# Concepts that Resonate with **Dynasts** and **Devout**

Personality	Concepts	
Dynasts	Family tradition	Supporting each other
	Responsibility	Family history
	Socially responsible	Doing good
Devout	God	Mission
	Duty	Doing good
	Service	Opportunity
	Sense of purpose	Good works
	Supporting each other	



# The Power of Testimonials

- 100% Dynast
- 98% Socialite
- 95% Investor
- 90% Devout
- 85% Repayer
- 80% Communitarian
- 60% Altruist



Percent of surveyed participants that say testimonials are important in influencing their behavior and interest in supporting a nonprofit