Characteristics and Practices of Organizations that Inspire Generous Gifts

North County Philanthropy Council
March 29, 2019
Happy Cesar Chavez Day!
Philanthropy in many contexts

- Planned Parenthood
- Cornell University
- United Methodist Church
- Harvard University
- American Cancer Society
- Stanford University
- University of Hawaii Foundation
- University of California San Diego
- Carnegie Mellon University
Perspectives from which gifts are given

- What should I give right now (today, this month, this year)?
- What should I give while the organization needs it (typically over a pledge payment period)?
- What can I give and what can I do, both now and in the future, with whatever capabilities I have (now and for the rest of my life)?
Why each of these is important

- **Regular gifts**—inspire a base of loyal donors, establish a habit of giving and are a reliable source of income for an organization.
- **Special gifts**—give an organization opportunities to plan and ask strategically.
- **Ultimate gifts**—fund big dreams and transform organizations.
Criteria we use to identify prospective donors

- Financial capacity
- Interest or potential interest
- Charitable nature
- Familiarity
Giving histories of $10M+ donors

- The average span of years between the first and most recent gift was 33.5 years.
- The average number of individual years in which these donors made a gift was 30.
- 71% of these individuals gave to multiple areas of the university.
What are the qualities of an organization that attracts generous gifts?
Invites the full spectrum of a person’s involvement
Puts people first
Has great leadership
Inspires
Has practices which are clear and straightforward
Works collaboratively