

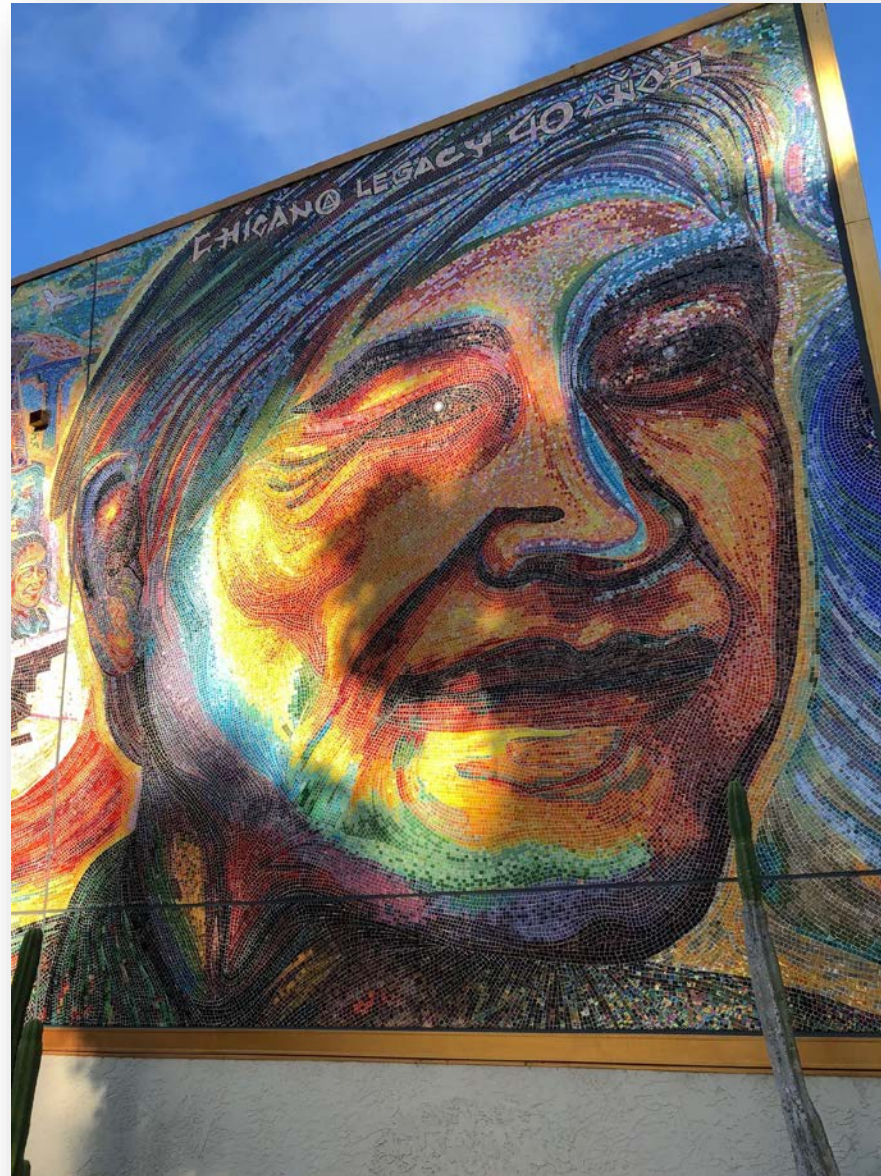
Characteristics and Practices of Organizations that Inspire Generous Gifts

North County Philanthropy Council

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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

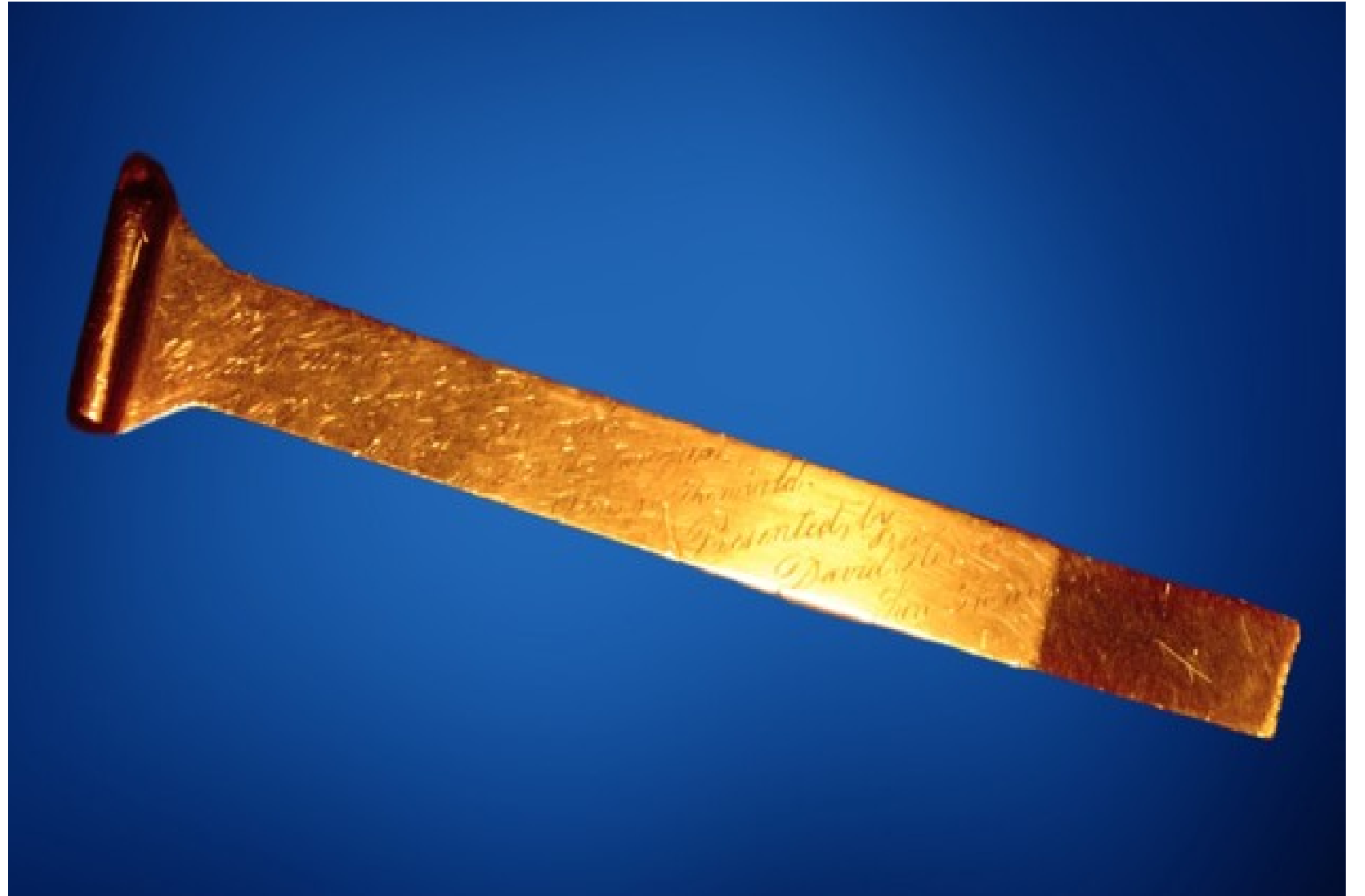
Giving histories of \$10M+ donors

- 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.

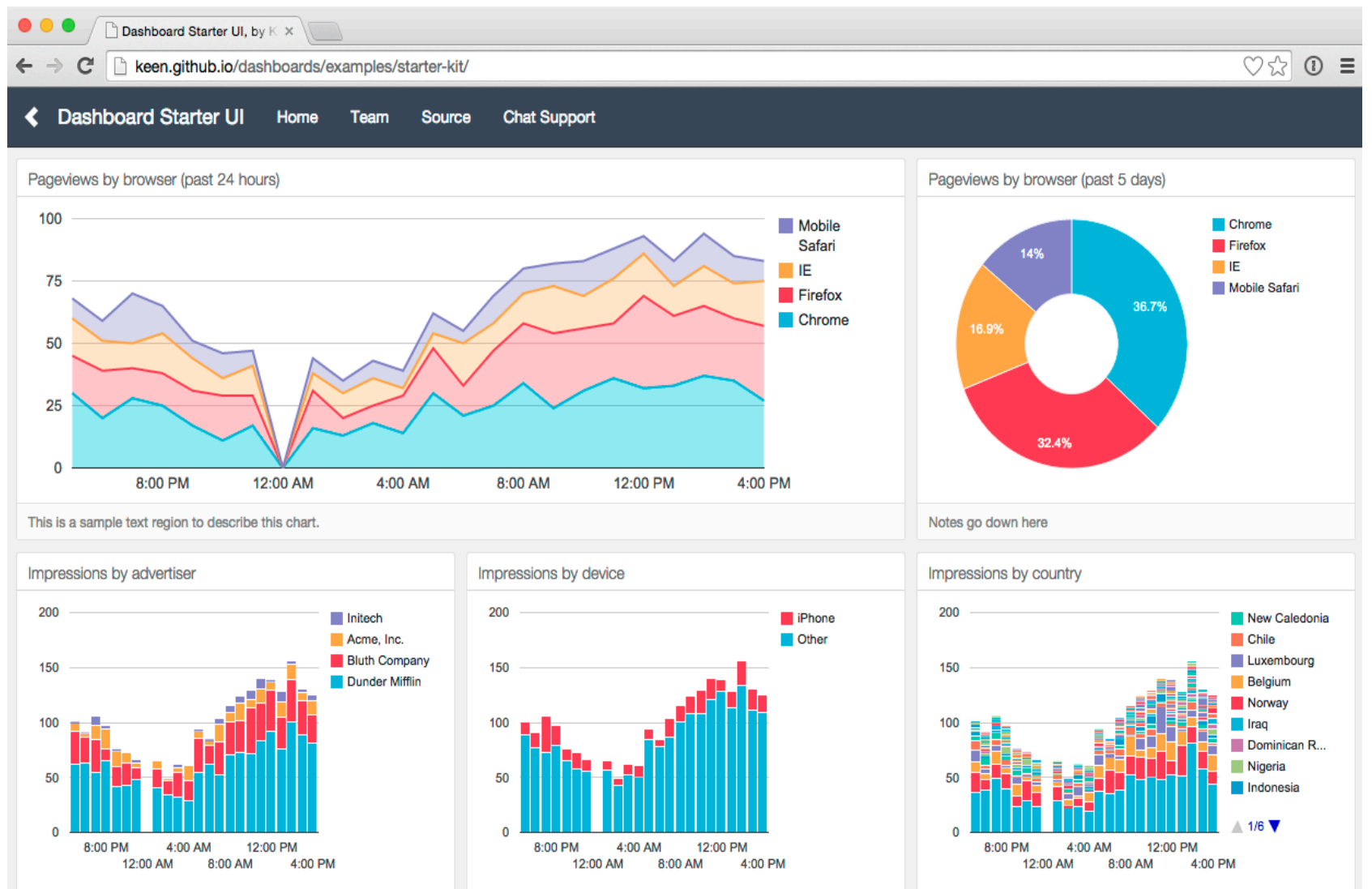
What are the qualities of an organization that attracts generous gifts?



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

