

What's Your Philanthropic Personality?

When it comes to philanthropy, it's a personal process that many have yet to explore on a deeper level. But by understanding the root of your personal motivations, you can crystalize your strategies, adopt the most effective giving techniques and identify the right grantee partners. Below is a summary of the major donor segments that were introduced in *The Seven Faces of Philanthropy*.

Which segment do you identify with?

#1 The Communitarian

- The **largest segment** of donors
- Tend to focus charitable efforts on the **local area**
- Goals: help communities prosper and **build business relationships**



#2 The Devout

20.9%
OF DONORS

- **Second largest** segment
- Motivated to give for **religious reasons**
- **Nearly all gifts** go to religious institutions



#3 The Investor

15.3%
OF DONORS

Give in a way that lets them **achieve several benefits:**

- **Tax savings**
- **Estate planning**
- **Philanthropic interests**



#4 The Socialite

10.8%
OF DONORS



- **Use social networks** to determine non-profits to support
- Usually focus efforts on raising **awareness and funds**—not operations or field work
- Tend to contribute to **arts, education** and religious causes



#5 The Repayer

- **Tend to be former beneficiaries** of a nonprofit's services
- **Give back out of a sense of gratitude**, supporting the same or aligned nonprofits
- Frequently concentrate on **medical causes and academic institutions**

10.2%
OF DONORS



#6 The Altruist

9%
OF DONORS

- Give to help them **grow as people or evolve spiritually**
- **Often make decisions** without the input of advisors
- **Not usually interested in being active** in nonprofits they support
- **Focus on social causes** more than other segments



#7 The Dynast

- **The smallest segment**
- **They're unique** – often inheriting wealth and raised to focus on social giving
- **Family emphasized philanthropy** and expect them to support nonprofits
- **Younger Dynasts** may support different causes than older generations

8.3%
OF DONORS



WANT TO LEARN MORE?

Checkout *The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors* by Russ Alan Prince and Karen Maru File on [Amazon.com](https://www.amazon.com).

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