

TODAY'S MAJOR DONORS AND TOP VOLUNTEERS

Those of us involved in philanthropy professionally need to be mindful of people we depend on to support the organizations we serve. And, we have to consider their points-of-view if we are to engage them in meaningful ways to the benefit our organizations.

Following are some perspectives to consider in working with your organization's leadership.

Many of Today's Major Donors...

- New wealth... mainly through entrepreneurial activities
- Want things to be done quickly
- See their money as a tool, and not a commodity
- Think "outside the box"
- Competitive and driven to excel
- Few philanthropic role models
- "High finance" is their frame of reference
- "Hands-on investors" rather than passive donors
- Evaluate decisions from a sound business plan
- Limited tolerance for long or complex presentations

Many of Today's Top Volunteers...

- Strong-willed and inexperienced in campaigning
- Urge "big asks" on an aggressive timetable
- "Case" and funding needs must be based on hard facts and statistics
- Few meetings... limited hierarchical structuring... impatient with "training"
- Limited tolerance for frequent and lengthy meetings
- "Business metrics" approach to evaluate performance and results

How are you being mindful of the points-of-view of your major donors and top volunteers?