

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 understand their needs before presenting our organizations' needs.

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 evaluating performance and results

How are you being mindful of the needs of your major donors and top volunteers?