

# Seven Motivations for Giving

## Doing Good Makes Sense

These persons give because of their sense of belonging to a social community. They give, not out of a sense of obligation, but because they consider nonprofit organizations to be more effective at delivering services and more in tune with community needs.

## Doing Good is God's Will

Religious faith is a strong motivator behind giving. The doctrines of many faiths encourage or require charitable giving or action to help fellow human beings, society and nature.

## Doing Good is Fun

These givers are often members of a social class or group for which fundraising includes some form of socializing and entertainment.

## Doing Good Feels Right

These givers tend to focus on social causes and giving that provides a sense of purpose and personal fulfillment. They believe that giving is everyone's responsibility. They see themselves as the true philanthropists who give not for business considerations or personal gain.

## Doing Good is Good Business

These are investors who are motivated by the personal tax benefits philanthropy gives them when they donate. A common motivation behind this type of giving is an attempt to improve their image through good public relations.

## Doing Good In Return

These givers do good in return for what they have received in life. This can involve gratitude for good things that have happened to them. They think wealthy people have a special responsibility to be philanthropic.

## Doing Good is a Family Tradition

Some individuals see philanthropy as a family tradition. Their giving results from being taught the importance of philanthropy by parents or other relatives. Philanthropy is part of their self-concept and their rewards from giving include a positive self-identity and strengthened family values. They believe philanthropy is everyone's responsibility.

*From The Seven Faces of Philanthropy by Russ A. Prince and Karen M. File*

