

## PHILANTHROPY FACT SHEET

This brief overview identifies some main reasons why people give to nonprofits or causes, some key approaches for "making the ask," a very quick overview of national statistics on philanthropy, and some of the charitable activities people engage in besides giving money.

### Why People Give

Research by the Indiana University Center on Philanthropy and others shows that people give because:

- \* They feel moved about how the donation can make a difference to people or communities
- \* They support a particular nonprofit or cause year after year
- \* They are impressed by the efficiency of the nonprofit or cause they give to
- \* They feel financially secure and thus able to give
- \* They derive personal satisfaction from their giving
- \* They are volunteering or otherwise involved in the nonprofit or cause they give to

### Key Approaches for Making the Ask

Among the key approaches to asking a donor to give are:

- \* First, work to develop some kind of personal relationship with the donor
- \* Also, work to understand the donor's motivation to give to the nonprofit or cause
- \* Introduce the donor to the nonprofit or cause and its impact
- \* When possible, make the "ask" for a donation through a friendly third party
- \* Time the approach to a significant event of the nonprofit or cause
- \* Time the approach to a particular time of year (e.g., December 31 for tax purposes)

### National Statistics on Philanthropy

In June 2013, Giving USA, the annual yearbook of American philanthropy from the Indiana University Center on Philanthropy, reported the following about giving by Americans:

- \* Total donated - \$316.2 billion in 2012 (up 1.5% after inflation from 2011)
- \* Individuals - \$228.9 billion (plus \$23.4 billion in bequeathed gifts)
- \* Corporations - \$18.2 billion
- \* Foundations - \$45.7 billion

### Charitable Work Besides Giving

Some of the charitable work people do besides giving money include:

- \* Volunteer work for a nonprofit or cause, sometimes including ongoing time commitments
- \* In-kind contributions of goods or services
- \* Service on a Board of Directors
- \* Service as an advisor to the nonprofit or cause
- \* Help with connecting other donors to the nonprofit or cause