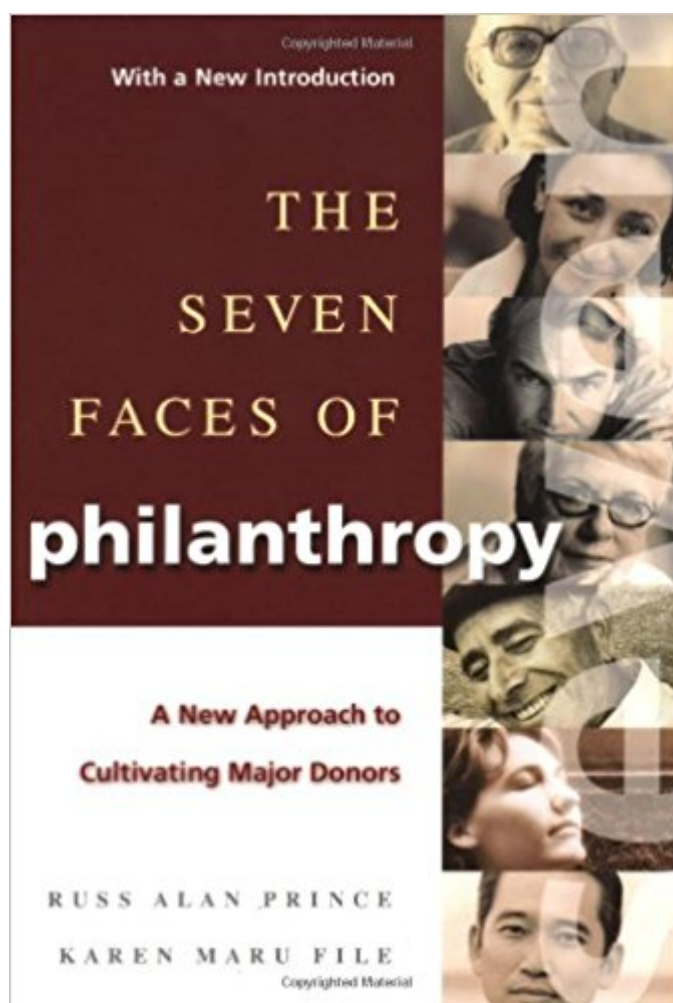


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# The Seven Faces Of Philanthropy: A New Approach To Cultivating Major Donors (Jossey-Bass Nonprofit & Public Management Series)



## Synopsis

Available for the first time in paperback, *Seven Faces of Philanthropy* introduces to you the Seven Faces approach – a powerful tool that enables development professionals to maximize their effectiveness when approaching major donors for gifts. The authors identify and profile seven types of major donors and offer you detailed strategies on how to approach them. Both novice and expert fundraisers will find this framework a valuable supplement to existing strategies and techniques.

## Book Information

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## Customer Reviews

"...both valuable insights and practical, focused advice..." (Third Sector, July 2006)

"Prince and File provide the keys to unlock the planned giving market. They show us how to target prospective donors with laser precision and how to cultivate them based on a new understanding of donor motives, needs, and expectations." – Peter M. Weisbaum, Esq., vice president, advanced business and estate planning, National Life Insurance Company "Not only provides a thorough analysis of the many factors that influence funders, but also valuable insights into how one develops strategic approaches toward building long-term relationships with significant funders." – William H. Meadows III, director, Centennial Campaign, Sierra Club "Expands the reader's knowledge of why people give and how they can be approached and enfolded into an ongoing donor constituency. This book is a vital addition to the concepts and practice of major gift fund

raising." — Joseph R. Mixer, Ph.D., author of *Principles of Professional Fundraising* "An information-packed text that will help practitioners to understand the different needs, different wants, and different response mechanisms of their gift markets. An essential guide to market behavior patterns." — Henry A. Rosso, CFRE (Ret.) author of *Achieving Excellence in Fund Raising* "Fund raisers, legal advisors, and financial advisors must communicate value in terms most appropriate to the individual philanthropic personality. . . . required reading because it enables the reader to meet that challenge." — F. Lewis Carlisle, manager, philanthropic services, Kidder, Peabody & Co., Inc.

This is research that goes back a couple of decades; however no new discoveries or studies have delivered anything to discount or challenge this one. The layout of the book is helpful: to categorize each kind of philanthropist and outline each under the same rubrics in every chapter contributes to the reader's ability to finish reading and having memory of more of this book's content than others'. Indeed, I have encountered each of these 'faces' in my sphere of work, and there is a place for each of them. Now, having a better understanding of how to identify each 'face', what motivates them, what the objective of their gifts/donations are, and how to remain connected with them, I can organize and align requests that I or my organization make in ways that would leverage a better result.

I loved this book! *The Seven Faces of Philanthropy* offers a very helpful donor-centered approach to interacting with donors. Although thoroughly researched, the authors' humility is also refreshing. Prince and File specifically say they are not offering a framework that supplements, not replaces, the strategies and techniques our offices are using. Later, they acknowledge the limits and constraints with this framework but affirm that the strength is in the process. Throughout the book, actual comments from donors illustrate the points the authors are making. I could almost hear donors I know talking to us through those quotations! As I read *The Seven Faces of Philanthropy*, I found myself scribbling notes in the margins about how I could implement the framework in my daily work. I was disappointed that this reprint merely had a new introduction. Part Two is laden with statistics and I found myself wondering how they have changed in the last ten years. Nevertheless, this book is well worth reading and implementing. In addition to a preface, two introductions, and a research appendix, the chapters include: Part One: Profiling the Seven Faces of Philanthropy 1. The Communitarian: Doing Good Makes Sense 2. The Devout: Doing Good is God's Will 3. The Investor: Doing Good is Good Business 4. The Socialite: Doing Good is Fun 5. The Altruist: Doing Good Feels

Right6. The Repayer: Doing Good in Return7. The Dynast: Doing Good is a Family TraditionPart Two: Cultivating Major Donors with the Seven Faces Framework8. Making Connections Through Charity Networks9. Building Relationships with the Seven Philanthropic Personalities10. Identifying Appropriate Giving Strategies11. Sustaining Relationships Through Donor Centered StrategiesConclusion: Applying the Seven Faces Framework

This is one of the most sensible, and donor-sensitive fundraising books I have ever read. If utilized, it will truly result in a win-win situation for your donors and your organization because it gets to the reasons WHY each different philanthropic personality donates, and communicates with them in the ways that mean the most to them.

The book is an excellent resource if you are involved in fund raising. It was recommended to me by a professional fund-raiser - lots of good ideas.

Was lacking!Compared with books like Revolution in Generosity or The ASK... we found this work fell short.

This brings a new meaning to philanthropy related to the mindset of donors. The book makes sense & it could help non-profit identify future donors based on the research provided.

Offering an understanding of the types of major donors and what motivates their giving. A must for those approaching donor.

It is hard to read at first but it is very very nicely written. I strongly suggest this book to everyone

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