

GENERAL DONOR MOTIVATIONS

HIGHLIGHTS

The American Benefactor

- The many different motivations for giving include superstition, altruism, gratitude, guilt, salvation, selfishness, grief, giving to get, helping, obligation, good feelings, opening out, and the feeling of greatness.

Elizabeth Boris and Teresa Odendahl

- Motivations for giving can be influenced by religious heritage, personal philosophy, social responsibility, political beliefs, peer pressure or egoism.

Robert Bremner

- Throughout time, the meaning of philanthropy has focused on altruism, pride, sacrifice, tolerance, religion and gentility.

E. Gil Clary and Mark Snyder

- The six personal and social psychological behaviors that underlie giving decisions are values, social, career, protective, enhancement and understanding.

Virginia A. Hodgkinson and Murray Weitzman

Key factors that motivate people to give include:

- Being asked to give and volunteer—when minorities are asked to give, 78 percent respond positively;
- Charitable deduction;
- Membership in an organization;
- Involvement in organizations as a youth;
- For communities of color, the percentage of African Americans who reported household giving increased from 51 percent in 1993 to 53 percent in 1995 whereas the percentage of Hispanics reporting giving declined from 65 percent in 1993 to 57 percent in 1995; and
- Overall, African Americans and Hispanics had lower household giving than white respondents—the primary reasons for the lower giving of Hispanics and African Americans was lower average household income than whites, lower percentage of respondents who were married, and a lower proportion of college degrees than whites.

Francie Ostrower

- A dominant and widespread class-based system of giving coexists with divergent patterns of giving based on religion, ethnicity and gender;
- Philanthropy and charity differ in focus and content—charity is directed at the poor, philanthropy includes a wider range of private giving for public purpose;

- Elite philanthropists believe that noncharitable giving is as legitimate as charitable giving;
- Volunteer activities, particularly board membership, are important factors for giving among the wealthy (a connection to the organization is key to their gift);
- Elites have played a major role in the establishment and oversight of nonprofit organizations, and tend, therefore, to give to them as well;
- Philanthropy is a mark of status that defines and maintains the cultural boundaries of elite life; and
- Philanthropy grows out of a donor's sense of identity as well as ethnicity, religion and gender.

Russ Alan Prince

- The seven types of donors include: the communitarian, the devout, the investor, the socialite, the altruist, the repayer and the dynast—each type requires different fundraising strategies for developing relationships; and
- Most donors fall into the communitarian model where “giving makes good sense,” followed by the devout where gifts are motivated by religious reasons.

Thomas Reilly

- Donors give with the expectation of receiving some benefit;
- Donors are more likely to seek indirect benefits than direct gifts;
- Individuals and foundations generally give to enhance an institution, the community, or society; corporations give to build strong educational and research programs that might eventually help the business community overall; and
- The attraction of specific payoffs is a relatively minor influence on giving.

Paul Schervish

- Five factors induce charitable giving—communities of participation, frameworks of consciousness, mediating organizations or persons that invite participation in giving, the presence of discretionary resources, and the existence of a person or experience in one's youth who inspired giving in adulthood.

Carol Schwartz Silberg

Donors give for several reasons, including:

- Religious history;
- Family involvement in giving;
- Philosophy of shared wealth;
- Giving as a way of life;
- Expression of success in business;
- Having large amounts of discretionary income;

- Seeking to solve social problems;
- Involvement in an organization and its decision making; and
- Wanting to associate with leaders.

Arthur White

To encourage more giving, organizations need to:

- Educate the younger population (under 35) on the importance of philanthropy;
- Encourage new modes of volunteerism;
- Capitalize on the people who feel they should give more;
- Encourage new mechanisms for gift giving; and
- Challenge Americans with giving goals.

ABSTRACTS

Bellah, Robert N., et al. *Habits of the Heart: Individualism and Commitment in American Life*. Berkeley, CA: University of California Press, 1985.

Based on interviews with 200 middle-class Americans, Bellah examines elements that contribute to “a good life,” including issues such as increasing individualism, self-interest and a lack of language. Bellah asserts that involvement in voluntary organizations is one way to mediate the harm of individualism and enjoy a good life.

Bender, Eugene I. “The Self-Help Movement Seen in the Context of Social Development.” *Journal of Voluntary Action Research* 15, no. 2 (1986): 77-84.

This article explores how self-help and mutual aid concepts are exemplified by the expanding self-help movement. Bender argues that the activities of self-help organizations can create appropriate conditions for empowering people and that people empowerment has been linked to social development in developing and advanced societies. Thus, the empowerment of people has important consequences for the realization of social development on an individual, group or community level.

Bigelow, Bruce E., and Scott R. Lumpkin. *Planned Giving in the United States: A Survey of Donors*. Indianapolis: National Committee on Planned Giving, 1993.

Conducted by the National Committee on Planned Giving (NCPG), this study focuses on planned gift donors in the United States—particularly their motivations for giving and characteristics of their gifts. Based on a survey of more than 150,000 U.S. households, the study was designed to show whether planned gift donors as a group differ from donors who make major outright gifts. Key findings of the study are: 5.71 percent of individuals surveyed have included a bequest to charity in their will; planned gift donors are fairly evenly divided among age groupings (though is slight difference among “baby boomers” and the older population—younger than 45 versus over 60 years of age—28 percent under 45 have included bequests vs. about 20 percent over 60); much confusion exists concerning the nature, definition and characteristics of various planned gift arrangements; more than 63 percent of those

surveyed made an outright gift to charity; planned gift donors have a greater tendency to make significant outright gifts than non-planned gift donors; the largest group of bequest donors (39.4 percent) identify themselves as members of the benefitting charity; and several factors motivate bequests, including a desire to support a specific charity, long-range estate planning and creation of a lasting memorial.

Boris, Elizabeth T. *The Values of the Wealthy: Philanthropic Attitudes as a Reflection of Political Philosophy in American Culture*. Independent Sector Spring Research Forum Working Paper. New York: Independent Sector, 1987.

This paper considers the philanthropic motives of wealthy donors, tracing the roots of these motives and attitudes in American culture and political thought. Based on the findings of a Council on Foundations project, "Foundation Formation, Growth and Termination," wealthy individuals and foundation staff, were asked about their reasons for forming private foundations and their motives for giving to charitable causes. Boris found that philanthropic motives are varied and complex, reflecting the range of cultural and philosophical underpinnings of this country. From the study, motivations for giving ranged from religious heritage, personal philosophy, social responsibility and political beliefs to peer pressure and egoism.

Bremner, Robert. *Giving: Charity and Philanthropy in History*. New Brunswick, NJ: Transaction Publishers, 1994.

This book surveys attitudes toward charity and philanthropy in various periods, from antiquity to the present. Based on literary sources, Bremner comments on what writers and characters expressed through their work on giving in general and giving to the poor, beggars and good causes. Examples and expressions of philanthropy such as altruism, pride, sacrifice, tolerance, religion and gentility are used as part of the discussion on the meaning of giving.

Burlingame, Dwight, ed. *The Responsibilities of Wealth*. Indianapolis: Indiana University Press, 1992.

This book is a collection of papers on various aspects of wealth, civic responsibilities, enlightened self-interest and the religious convictions that guide it. Each of the six chapters addresses elements of wealth that relate to philanthropy. Beginning with Andrew Carnegie and including Barry Karl, Albert Anderson, Jonathan Riley, Kenneth Fox, Louise Knight and Robert Payton, the authors explore the impulse to contribute to the public good.

Clary, E. Gil, and Mark Snyder. "Motivations for Volunteering and Giving: A Functional Approach." In *Cultures of Giving II: How Heritage, Gender, Wealth and Values Influence Philanthropy*, edited by Warren Ilchman and Charles Hamilton. New Directions for Philanthropic Fundraising (1995). San Francisco: Jossey-Bass Publishers.

This article uses research on motivations for volunteering and giving behaviors to help fundraisers understand the individual and cultural underpinnings of giving. The

authors identify six personal and social psychological behaviors that underlie giving decisions including: values, social, career, protective, enhancement and understanding. Based on these behaviors, an individual is motivated toward some level of charitable giving. That is, an individual will give to an organization if socially pressured to do so or if it enhances career interests.

Clotfelter, Charles T. *Federal Tax Policy and Charitable Giving*. Chicago: University of Chicago Press, 1985.

This book focuses on the relationship between federal taxes and charitable giving. Clotfelter presents econometric evidence on this relationship and its impact on tax policy.

Hodgkinson, Virginia A., and Murray S. Weitzman. *Giving and Volunteering in the United States, 1996*, Washington, DC: Independent Sector, 1996.

This study is the fifth in a series of biennial surveys on giving and volunteering in the United States that was initiated by Independent Sector in 1988. The study: provides trend data on charitable behavior; identifies the economic conditions and tax laws that affect giving and volunteering; charts public attitudes about a variety of issues that may relate to the climate for giving and volunteering; and explores behavioral and motivational factors that influence giving and volunteering in America. Key findings of the 1996 survey suggest that: giving and volunteering are slowly rising; the level of giving is increasing, but the total number of households donating is decreasing; the income gap between affluent households, which are continuing to donate at increasingly higher rates, and lower income households that are no longer able to give, is growing; and public confidence in charities is strong and increasing, but their trust in the use of funds is decreasing. Key factors that motivate people to give are: being asked to give and volunteer was the greatest motivator, and when minorities are asked to give, 78 percent do so; charitable deduction is a major factor in giving; membership in an organization; and involvement in organizations as a youth. For communities of color, the percent of African-American respondents who reported household giving increased from 51 percent in 1993 to 53 percent in 1995. The percentage of respondents of Hispanic origin who reported giving declined from 65 percent in 1993 to 57 percent in 1995. Overall, African-American and Hispanic respondents had lower household giving than white respondents. The primary reasons for the lower giving of Hispanic and African-American respondents was lower average household income than whites, lower percentage of respondents who were married, and a lower proportion of individuals with college degrees than whites.

———. *Volunteering and Giving Among Teenagers 12 to 17 Years of Age*. Washington, DC: Independent Sector, 1996.

This national survey is the third in a series of surveys on volunteering and giving among teens 12 to 17 years of age in the United States. Although the study showed little difference in the percent of teens who were asked to volunteer by gender, differences by race, ethnic group and age were apparent. Specific to persons of color, the study indicated that African Americans and Hispanics were far less likely to be

asked to volunteer than whites.

Hoge, Dean R., et al. *Money Matters: Personal Giving in American Churches*. Louisville, KY: Westminster John Knox Press, 1996.

This book details a study of giving patterns among Americans of different religious denominations, including Roman Catholic, Assemblies of God, Southern Baptist, Evangelical Lutheran and Presbyterian.

Hyde, Lewis. *The Gift: Imagination and the Erotic Life of Property*. New York: Vintage Books, 1983.

This book examines the role of the gift in a market-oriented society. Hyde considers a wide array of gifts—with a work of art and moving on to an expression of culture—and suggests that the product of creativity is a gift and not a commodity. To explain gift theory from an anthropological, literary, economics and psychological perspective, he provides illustrations of gifts in tribal societies, in fairytales and in modern artistry. As part of the review of gift theory, Hyde examines the roots of contemporary gifts—the original manifestation of the Indian giver as “whatever has been given is supposed to be given away again, not kept...or, if kept, something of similar value should be given in its stead...” In addition, Hyde chronicles the evolution and definitions of a gift with particular attention given to food, the acquisition of bones upon death, expressions of gratitude, the gift community, the female as property and usury or gift exchange.

Jacob, Jeanne Gerda, and Barbara Kushner Ciconte. *Fund Raising Basics: a Complete Guide*. Gaithersburg, MD: Aspen Publishers, 1997.

This book is an overview of the development field. Jacob discusses the roles of boards, staff and volunteers in fundraising, the needs of a development office, the use of technology in fundraising, the use of organizational evaluations and the various vehicles and tools of fundraising—annual giving, direct mail, prospect research, major gifts, corporate, foundations, special events, capital campaigns and planned giving. Other issues discussed include fundraising as a career, hiring and working with consultants, publications in the field and legal considerations in fundraising.

Joseph, James A. *The Charitable Impulse*. New York: The Foundation Center, 1989.

This book profiles the personalities and life experiences of legendary figures abroad, showing how compassionate values are developed and activated. Based on extensive research and personal interviews from around the world, Joseph examines the motivations for charitable giving and the characteristics that cross cultural boundaries.

Leslie, Larry L., and Ramsey, Gary W. “Understanding Donor Motivation in Giving to Universities.” *Giving USA Update (Sept.-Oct. 1989)*: 3,8.

This article examines the motivations of alumni, non-alumni and corporate donors.

Leslie suggests that institutional prestige is a primary predictor of alumni contributions. Non-alumni donors are motivated more by academic excellence. In addition, corporations are more likely to donate to universities located in economically successful regions of the country.

Margolis, Howard. *Selfishness, Altruism and Rationality: A Theory of Social Change*. Chicago: University of Chicago Press, 1982.

Using extensive economic-modeling, Margolis argues that individuals have two behaviors—one that is group oriented and another that is self-centered. Based on this theory, he explains why people volunteer, give and vote.

Martin, Mike W. *Virtuous Giving: Philanthropy, Voluntary Service, and Caring*. Bloomington, IN: Indiana University Press, 1994.

This book explores ways that philanthropy contributes to morally desirable relationships when people give with care, good will and good judgment. Martin considers a number of moral issues, including the role of the virtues in philanthropy, responsibilities to help others, distortions in helping, mixed motives in giving and how voluntary service contributes to self-fulfillment. After reviewing the philosophy of philanthropy, he defines philanthropy as voluntary private giving for public purposes and offers a framework for connecting desirable forms of philanthropy with the virtues. Martin concludes with a look at the paradoxical features of philanthropy, including the promotion of self-fulfillment through selfishness and the receiving aspects of the act of giving.

Mixer, Joseph R. *Principles of Professional Fundraising: Useful Foundations for Successful Practice*. San Francisco: Jossey-Bass Publishers, Inc., 1993.

This book examines the concepts underlying the behavior of individuals, groups and organizations involved in giving and raising funds for charitable purposes. Mixer relates existing psychological and managerial theories to the practice of fundraising in three areas, including: influences on and motivations for individual giving; leadership and strategies for fundraising; and the growth and change that fundraising organizations face as a result of economic and social uncertainties.

Monroe, Kristen Renwick. *Heart of Altruism: Perceptions of Common Humanity*. Princeton: Princeton University Press, 1996.

This book explores the causes altruism using analyses of interviews with philanthropists, entrepreneurs, heroes and persons who rescued Jews during the Nazi era. By identifying levels of altruism, Monroe argues that, although altruists have a slightly different outlook on the world, they are not dramatically different from others.

Nichols, Judith. *Targeted Fund Raising: Defining and Refining Your Development Strategy*. Chicago: Precept Press, 1991.

This book provides techniques and resource information to enable fundraisers to establish development strategies address demographic and organizational concerns effectively. Nichols covers a number of issues of interest to fundraisers, including: how to learn more about donors; how to evaluate fundraising programs; how and when to ask for money; and how to identify other potential donors. Profiles of potential donors, and their motivations and interests, are also provided.

Nielsen, Waldemar. *The Golden Donors*. New York: Truman Talley Books, 1985.

This book explores the evolution of philanthropy from a political, economic and psychological perspective. Nielsen profiles the motives, patterns and decision processes of the major philanthropists in America.

O'Connor, Robert J. "Individual Motivations for Giving: The Role of Information and Emotion," In *Working Papers*. Washington, DC: Independent Sector and United Way Institute Research Forum, Mar. 1986.

This paper explores the type and amount of information required to make informed decisions regarding personal giving to an organization. Based on data collected by the United Way of America, O'Connor notes that donors who give primarily for emotional reasons require little information about the organization. Thus, depending on an organization's donor base, if donors are responding for emotional reasons, the organization need not expend much on advertising and communications because information is not the motivation for giving. O'Connor also explores the degree to which donors have "mixed motives" for giving, and the degree to which information influences decisions to give.

Odendahl, Teresa, and Elizabeth Boris. *Foundation Formation, Growth and Termination: A Report on the Charitable Attitudes of the Wealthy and a Survey of Foundations*. Paper presented at the Independent Sector Spring Research Forum. Washington, DC: Independent Sector, 1986.

This paper examines the giving patterns of the wealthy and the factors that influence their interest in forming a foundation. Much of the paper focuses on the influence advisors have on the charitable decisions of the wealthy. Odendahl address the following key questions: Are foundations falling out of favor with the wealthy and why? And what affects the choice of one charitable vehicle over another?

Ostrower, Francie. *Why the Wealthy Give: The Culture of Elite Philanthropy*. Princeton: Princeton University Press, 1995.

This book explores sources of elite philanthropy and the place of philanthropy within elite groups. Based on interviews with 99 wealthy donors living in the New York City area, Ostrower provides an account of the institution of philanthropy, its defining role in upper-class culture and how it has adapted, and endured, in the face of changing times. After looking at the scope, significance, diversity, organizational and institutional nature, tensions, social morés and normative basis of elite of philanthropy, Ostrower contends that both the elite and philanthropy must be seen as

heterogeneous phenomena and shows how and why various types of causes are supported by different types of donors. In addition, she argues that a dominant and widespread class-based pattern of giving coexists with divergent patterns rooted in alternative sources of donor identity such as religion, ethnicity and gender.

Panus, Jerold. *Mega Gifts: Who Gives Them, Who Gets Them*. Chicago: Pluribus Press, Inc., 1984.

This book examines the impulses and stimuli that drive donors to make large gifts. By interviewing men and women who had made major gifts, Panus learned that a key motivating factor is a strong belief in the mission of an institution, followed by a keen interest in a project or program within an organization. He also found that, overall, donors expressed real satisfaction with their giving experience.

Payton, Robert, Michael Novak, Brian O'Connell and Peter Dobkin Hall. *Philanthropy: Four Views*. Berkeley: Transaction Publishers, 1988.

This book explores the connection between philanthropy and the foundations of American culture. Payton provide an overview of the role philanthropy plays in shaping social institutions and in giving expression to the cultural values of American culture. The book focuses specifically on the underlying value and purpose of philanthropy as an impetus for public service, the public versus private nature of giving in fostering individual freedoms and the historical development of philanthropy and its impact on public policy.

Prince, Russ Alan. *The Charitable Estate Planning Process: How to Find and Work with the Philanthropic Affluent*. New York: Lexington House, 1994.

This book explains how to locate prospective wealthy donors and motivate them to make significant current and deferred gifts. Prince also explains how to create long-term productive relationships with wealthy donors.

Prince, Russ Alan, and Karen Maru File. *The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors*. San Francisco: Jossey-Bass Publishers, 1994.

This book identifies and profiles seven types of major donors and suggests detailed strategies on how to cultivate those individuals. The seven types of donors (the communitarian, the devout, the investor, the socialite, the altruist, the repayer and the dynast) require different fundraising strategies for developing funding relationships. The authors explain why each type requires a different strategy for soliciting gifts and shows how fundraising professionals can identify and understand the motivations of each type of donor and build successful and sustaining relationships.

Prince, Russ Alan, Gary Rathbun and Chris Steiner. *The Charitable Giving Handbook*. Cincinnati: The National Underwriter Company, 1997.

This book provides an overview of the market and specific charitable giving

techniques for advisors and others interested in expanding their practice to include charitable interests. The authors suggest a variety of planning tools for advisors, such as estate planning, planned giving, annuities and income funds and other legal, tax and financial strategies for enhancing charitable giving. Also discussed are motivations for giving, options for wealthy donors and services of, and referrals to, charitable advisors.

Queen II, Edward L. *The Religious Roots of Philanthropy in the West: Judaism, Christianity, and Islam*. Working Paper No. 96-4. Indianapolis: Indiana University Center on Philanthropy, 1996.

This paper explores the connections between religion and philanthropy with a particular focus on the three Western religions of Judaism, Christianity and Islam. Queen analyzes the normative texts of the three religious traditions to determine how they have viewed and weighted charitable activities. As part of the analysis, he considers how traditions have structured understandings of philanthropy and encouraged it. The paper also looks at how rituals, behavioral norms and cultural expectations influenced the practices of religious believers.

Reilly, Thomas. "Million Dollar Motivations." *Currents* (1995). Washington, DC: Council for the Advancement and Support of Education.

This overview of a study of 30 top givers and their motivations for giving to the University of Arizona suggests that donors (respondents to the survey) give with the expectation of receiving some sort of benefit. The donors were more likely to seek indirect benefits than direct gifts. Individuals and foundations generally gave to enhance the institution, the community or society. Corporations looked toward building strong educational and research programs that might eventually help the business community overall. Reilly concludes that the attraction of specific payoffs was a relatively minor influence for donors to give.

Rockefeller, David. *Giving: Big Bucks, Bare Basics and Blue Skies*. Paper presented at the Independent Sector Annual Meeting in New Orleans, Oct. 7, 1985.

This paper responds to the question, Can giving and volunteering in America be expanded by a significant amount? Rockefeller believes that giving and volunteering will grow and flourish, citing empirical evidence that suggests that giving and volunteering are increasing and that people must be asked to give and volunteer. He also suggests that the three tenets to successful giving are: boldness in approach; rigor in application; and clarity of vision. Rockefeller concludes that substantial resources remain to be tapped, and that the combined effect of individual giving is staggering. There is a personal satisfaction to giving and it must be conveyed to each generation of donors.

Rosso, Henry A., and Associates. *Achieving Excellence in Fundraising*. San Francisco: Jossey-Bass Publishers, 1991.

This book outlines the concepts, principles, techniques and disciplines of ethical

fundraising. The authors provide an overview of the fundraising continuum, a cycle of activities that must occur over time to achieve some degree of success or goal attainment. As part of the fundraising cycle, the authors describe the elements necessary to reach organizational readiness, the vehicles used to raise money, staff and board responsibilities, standards and ethics of the field and financial components.

Schervish, Paul G. *Does Generosity Run in the Family*. Alexandria, VA: National Society for Fund Raising Executives, 1993.

The number of millionaires in the United States is expected to triple within the next 20 years, as wealth is transferred from the aging wealthy to their children. The author discusses six factors that encourage a charitable commitment in the next generation.

———. *In Verdant Pastures: The Centrality of Voluntary Association for the Prominence of Philanthropy*. Paper prepared for the volume honoring the contributions of Brian O’Connell, the retiring president of Independent Sector. Washington, DC: Independent Sector, 1995.

This work addresses the influence of membership in voluntary associations on donor attitudes, motivations, and incidence of giving and volunteering. Because of the influence of voluntary associations in inducing giving and volunteering, it is of special moral and practical importance, Schervish believes, to note that people of color are not well represented in voluntary associations other than in churches and lack of representation may have an affect on their level of giving and volunteering.

———. “Inclination, Obligation, and Association: What We Know and What We Need to Learn About Donor Motivation.” In *Critical Issues in Fundraising*, edited by Dwight D. Burlingame, 110-138. New York: John Wiley & Sons, 1997.

This paper explores issues surrounding financial philanthropy. Schervish examines the associations, experiences, goals and orientations that generate charitable giving.

———. “The Moral Biographies of the Wealthy and the Cultural Scripture of Wealth.” In *Wealth in Western Thought: The Case for and Against Riches*, edited by Paul G. Schervish. Westport, CT: Praeger Publishers, 1994.

This paper examines how the wealthy assemble the events in their lives into moral biographies and what personalized morality reveals in the culture and canons of wealth.

———. “Passing it on: The Transmission of Wealth and Financial Care.” In *Care and Community in Modern Society: Passing on the Tradition of Service to Future Generations*, edited by Paul G. Schervish, Virginia A. Hodgkinson and Margaret Gates and Associates. San Francisco: Jossey-Bass Publishers, 1995.

Based on a study of 130 millionaires, this paper explores factors that wealthy parents report either encourage or obstruct their efforts to establish a legacy of a financial morality of care. Schervish found five elements of intergenerational transfer of

financial care: historical forces; parental transfer of achievement ethic and family's economic style; parental role modeling of money and philanthropy; institutional training in philanthropy; and parental teaching of frameworks of morality of money and giving.

Schervish, Paul G., and John Havens, "Wherewithal and Beneficence: Charitable Giving by Income and Wealth." In *Cultures of Giving II: How Heritage, Gender, Wealth, and Values Influence Philanthropy*. New Directions for Philanthropic Fundraising No. 8 (Summer 1995). San Francisco: Jossey-Bass Publishers.

The authors review three sets of research findings on the relationship between philanthropic giving and levels of income and wealth.

———. "Social Participation and Charitable Giving: A Multivariate Analysis." *Voluntas: International Journal of Voluntary and Nonprofit Organizations* (1997).

This article reports on the initial findings of a continuing effort to develop and test a multivariate causal model of the social, demographic, economic and motivational determinants of individual charitable giving. The authors draw on a theoretical model to explore the effect of five sets of variables that induce charitable giving: communities of participation; frameworks of consciousness; mediating organizations or persons that invite participation in giving; the presence of discretionary resources; and a person or experience in one's youth who inspired giving in adulthood.

Schervish, Paul G., Plato Coutsoukis and Ethan Lewis. *Gospels of Wealth: How the Rich Portray Their Lives*. Westport, CT: Greenwood Publishing Group, Inc., 1994.

This book provides an analytical framework for studying the biographical narratives of the wealthy.

Schneewind, J.B., ed. *Giving: Western Ideas of Philanthropy*. Bloomington, IN: Indiana University Press, 1996.

This book examines the many faces of philanthropy, its donors, receivers and societies. Schneewind presents a variety of views on philanthropy from the perspective of anthropological, philosophical, historical and other fields and subfields to explain the practice, values, experiences and virtues of philanthropy. The separate articles that comprise this book attempt to shed light on issues relating to civil society, pre- and post-modern culture, liberty, charity, religion and politics and their influence on and from philanthropy.

Sherry, John F. "Gift Giving in an Anthropological Perspective." *Journal of Consumer Research* 10, no. 2 (Sept. 1983): 158-168.

This article explores the anthropological context of gift giving. Sherry uses traditional consumer and marketing research to describe the elements that underlie gift giving as a function of human behavior, citing a number of reasons why people engage in the exchange of gifts. According to Sherry, gifts can be used as a means for

integrating an individual into society, as a form of communication and socialization and a vehicle of social obligation and political maneuver. Sherry concludes with a model of the gift exchange process that consists of the transfer of goods or services to the flow of social invisibles such as deference or affection to social bonding.

Silberg, Carol Schwartz. *Factors Associated with the Philanthropic Behaviors of Major Donors*. Doctoral dissertation. College Park, MD: University of Maryland, 1990.

This dissertation explores factors that motivate individuals to donate large gifts to charitable organizations and how recipient organizations are chosen. Silberg employs three theoretical models to analyze donor behavior. A number of factors are identified to describe a composite major donor. The donor profile Silberg developed from this analysis showed that givers often: have a history of involvement with religious institutions; have family involvement in giving; have a philosophy of shared wealth; see giving as a way of life; have had success in business; have large amounts of discretionary income; seek to solve social problems; are involved in an organization and its decisionmaking; and want to associate with leaders.

White, Arthur. "The Charitable Behavior of Americans: Management Summary." In *Working Papers*. Washington, DC: Independent Sector and the United Way Institute, 1986.

This paper provides an overview of a 1986 study on individual giving in the United States. The author explains factors that motivate individuals to give or not to give. White's findings indicate that the major motivations for giving include: income level, life experience, age, religious involvement and marital status. He suggests several methods for converting a prospect into a donor and actions for increasing charitable giving. The primary means of enhancing giving are: educate the under-35 population about the importance of American philanthropy; encourage new modes of voluntarism; capitalize on the people who feel they should give more; encourage new mechanisms for gift giving; and challenge Americans to giving goals.

"Why Donors Give." *American Demographics* 18 (June 1996): 4.

This article explains common reasons why people give to charity. The main reasons cited for giving include: to ease guilt, boost egos and get cozy with a clique. Although people give for many reasons, the article suggests that philanthropy has a whole set of shared meanings and assumptions. Using data from the American Association of Fund Raising Counsel (AAFRC), the article concludes that the greatest motivating factor for giving is being asked to give, especially by someone who is known and trusted.

"Why We Give." *The American Benefactor* (Winter 1997): 90-99.

This article describes the reasons people give from the perspective of 11 writers. The writers reflect on different motivations for giving such as superstition, altruism, gratitude, guilt, salvation, selfishness, grief, giving to get, helping, obligation, good feelings, opening out and the feeling of greatness. Each writer provides a personal

account of the different giving behaviors, using either stories or more theoretical analyses for philanthropic gestures.

RELATED WORKS

- Auten, Gerald, and Gabriel Rudney. "The Variability of the Charitable Giving of the Wealthy." New Haven: Yale University, Program on Non-Profit Organizations, Institution for Social and Policy Studies, *PONPO Working Paper No. 126 and ISPS Working Paper No. 2126*, 1987.
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