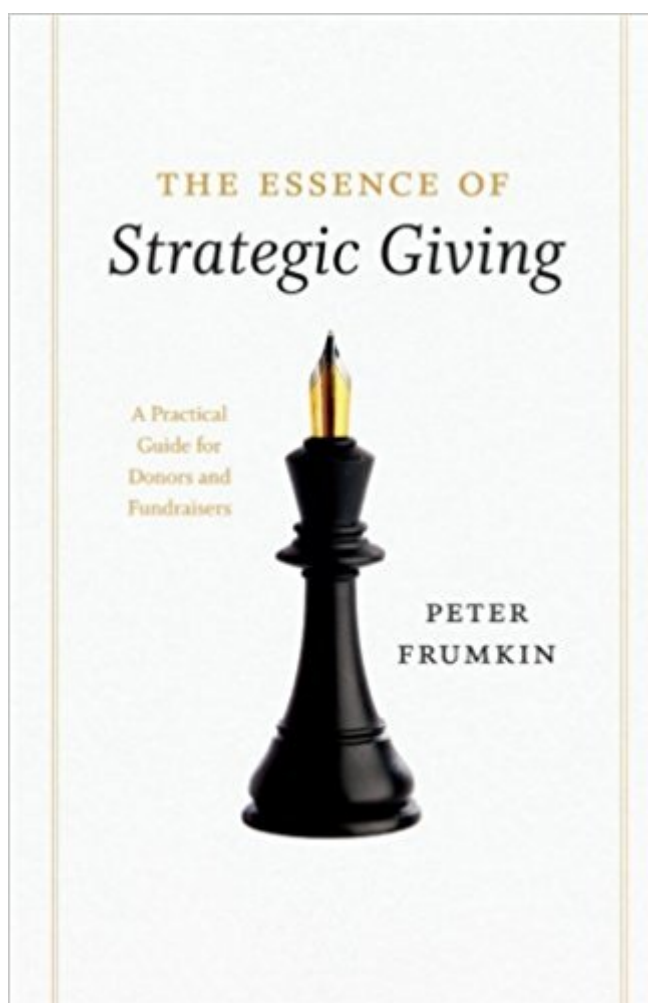


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The Essence Of Strategic Giving: A Practical Guide For Donors And Fundraisers



Synopsis

In the face of global financial problems and stressed government budgets, the ability of private philanthropy to step in and help solve public problems—and support vital private institutions as well—has perhaps never been more important. But how can donors be sure their contributions will be effective? And how can fundraisers make their case for support in a way that is compelling and productive? With *The Essence of Strategic Giving*, Peter Frumkin distills the lessons of his comprehensive, award-winning study, *Strategic Giving*, into a concise, practical guide for everyone involved in private philanthropy, from donors to managers of nonprofits to fund-raisers. He defines five critical challenges that all donors must address if their philanthropy is to amount to more than indiscriminate charity, including being aware of the time frame that guides a gift, specifying the intended impact being pursued, and recognizing how a donation fits with a donor's own identity and style. Acknowledging and understanding these fundamental, strategic aspects of giving, Frumkin argues, will help ensure philanthropy that more effectively achieves its aims—and at the same time builds a lasting relationship between donors and the institutions they support. As the next generation of donors wrestle with the challenge of effectively distributing what Andrew Carnegie called “surplus wealth,” Frumkin's road map will be an indispensable resource for years to come.

Book Information

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Customer Reviews

“Peter Frumkin has long been one of our leading big picture thinkers in the world of philanthropy. In this terrific short book, Frumkin marries his vision of great

philanthropy—strategic giving—with myriad real-world case studies. It is Frumkin at his best: pushing our thinking forward and speaking to donors of all kinds, individual and institutional, large and small. If you want to give money away wisely, read this wise book. (Rob Reich, faculty co-director, Center on Philanthropy and Civil Society, Stanford University) “Peter Frumkin has done a great service to many would-be philanthropists by distilling the concepts he offered in *Strategic Giving* into a concise guide for action. (Christine Letts, Harvard University) “Frumkin kept the protein and chucked the carbs from *Strategic Giving*. The result is a slimmed-down hunk of philanthropic wisdom. No question: In this case less is more and better. (Edward Skloot, Sanford School of Public Policy, Duke University)

Peter Frumkin is professor of social policy and faculty director of the Center for High Impact Philanthropy, both at the University of Pennsylvania. He is the author of *Strategic Giving* and *The Essence of Strategic Giving*.

I found this book helpful for framing various considerations in how to make giving more strategic. The vast majority of books out there are targeted to those with substantial means only. This book is more accessible to those having more modest resources, though not exclusively so. For me, I found the topic of timing donations to be the most enlightening, though I would guess any single donor might find any of the five primary concerns as instructive depending on where they are in their giving concerns. Overall, this was worth the read and adds something important to the resources on giving available.

I ordered this book for grad school and when it arrived, the pages are backwards. The index is in the front and the pages go from 179-1. So frustrating.

Rather than just giving charity to the poor on an ongoing basis, philanthropy aspires to do something more lasting and radical, according to Peter Frumkin in this book. Philanthropy allows donors to use private funds to create social and political change, or locate and support important social innovations, or achieve a small measure of equity through the simple redistribution of resources. The act of giving inevitably raises questions of effectiveness, accountability and legitimacy. Effectiveness depends on the extent of the donor's success in achieving their goals. Accountability is a complex matter because giving is often done in private, but this may make the process non-transparent to many different stake-holders who are affected by the results of the

giving. Legitimacy involves the difficult question of whether anyone has the right to complain about how donors spend their own money, or alternatively whether wealthy people should be allowed to exercise power on their own pet projects in an undemocratic manner. The author discusses ways in which philanthropic value is created, theories of change, leverage and scale, different styles of giving, short-term versus long-term giving, different types of foundations and vehicles through which philanthropy can be conducted, and ways in which the strategic value of giving can be maximised. The book is likely to be of interest to anyone who wants to make a difference in the world through giving, but has encountered at least one situation in which the outcome of giving has not matched up to the expectation. While giving at first seems to be a straightforward matter of handing over money, philanthropy is in fact a complex and nuanced art that requires a great degree of research and strategic thinking if you want to maximise the effectiveness of your efforts. I highly recommend this book as the best one on the subject that I am aware of.

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