

Taking a Look at Donor Profiles

I thought it might be interesting to focus on the profile of a donor. There are a variety of reasons people give to charity and many times donors will fit into specific sociographic profiles.

Maybe after reading this, you'll see yourself in one or two of these categories.

"Devout" donors are motivated to give due to their religious beliefs. It's the values and principles ingrained in them through their faith that inspires them to be so generous. Because of this generosity, more money is given, by far, to religious organizations than any other single charitable cause.

Those who have a strong feeling of belonging to a social community fall into the category of "Communitarians". These donors have a history in, and ties to their community and feel that giving back to local organizations is their duty and privilege. Beyond making donations, they frequently get involved personally by volunteering and serving on boards.

"Altruists" have feelings of concern and compassion for those who are less fortunate or in need. They have a strong desire to help, and also feel a sense of purpose and fulfillment in knowing that the organization they support is committed to helping a particular cause.

The "Investor" sees philanthropy as good business. They're often motivated by tax incentives and estate planning strategies. Also, they tend to look at their gift as more of an investment in the cause and therefore, want to see positive results in return of their support.

"RePAYERS" feel the need to give back for something good they've received in the past. A perfect example of a Repayer is a person who gives back to their college for the education they received which helped them get to where they are today. Another example might be someone who is grateful to a hospital for a medical treatment they've received in the past.

"Socialites" focus on giving not only for the causes but, because it can be fun. Often, they belong to a social class or club in which fundraising includes socializing and entertainment. In many cases, though, socialites make major gifts.

For "Dynasts", philanthropy is a longstanding tradition. These are the families that are committed to philanthropy generation after generation. It's a way of life for them and they consider it a social and personal obligation.

In the end, it doesn't really matter what motivates a person to give. The outcome is always good for both the donor and the charity.