

The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors

Russ Alan Prince and Karen Maru File

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219 pages with index

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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 Right
6. The Repayer: Doing Good in Return
7. The Dynast: Doing Good is a Family Tradition

Part Two: Cultivating Major Donors with the Seven Faces Framework

8. Making Connections Through Charity Networks
9. Building Relationships with the Seven Philanthropic Personalities
10. Identifying Appropriate Giving Strategies
11. Sustaining Relationships Through Donor Centered Strategies

Conclusion: Applying the Seven Faces Framework