

GIVING DONE RIGHT:

10 Differences Between Ineffective and Effective Givers



INEFFECTIVE GIVERS

EFFECTIVE GIVERS

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| Think most nonprofits are poorly run and staff are overpaid | Understand that leading a nonprofit is uniquely challenging, requiring exceptional talent |
| Believe in need to find a unique goal or niche | Recognize that joining others in pursuit of shared goals is the best recipe for success |
| Think of strategy as if in a competitive context, with an emphasis on uniqueness, and believe strategy is static | Realize strategies in philanthropy should be broadly shared and will need to iterate based on continual feedback and learning |
| Believe there will be a quick-fix “innovation” that will solve complicated social problems | Recognize that there are multiple causes of our toughest problems and that progress can take decades and require many actors |
| See market-based solutions and “hybrid” organizations or “social enterprises” as the best way to address social problems | Recognize that many problems can’t be solved by markets, or they’d be solved by now, and that philanthropy and the nonprofit sector play a crucial role in our society |
| See nonprofit grantees as implementers of their vision and seek to track how grantees spend every dollar | See nonprofit grantees as essential partners in achieving shared goals and provide consistent, unrestricted support |
| Look for one-size-fits-all performance measures, like administrative cost ratios or “cost per life touched” | Understand that assessment in giving is uniquely complex and crucially important and tailor their approaches to goals and strategies |
| Believe in reinventing philanthropy with a new approach | Recognize that good giving has accomplished a great deal and seek to learn from history |
| Seek credit and attention for its own sake | Focus on results, not credit |
| Hold a clear and fixed idea of what is best for those they seek to help without incorporating their views | Listen and learn from those who are most directly affected by problems and by the nonprofits working closely with them |

FROM THE BOOK, *GIVING DONE RIGHT: EFFECTIVE PHILANTHROPY AND MAKING EVERY DOLLAR COUNT*.
FOR MORE INFO, SEE GIVINGDONERIGHT.ORG