

GIVING DONE RIGHT:

10 Differences Between Ineffective and Effective Givers



INEFFECTIVE GIVERS

EFFECTIVE GIVERS

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