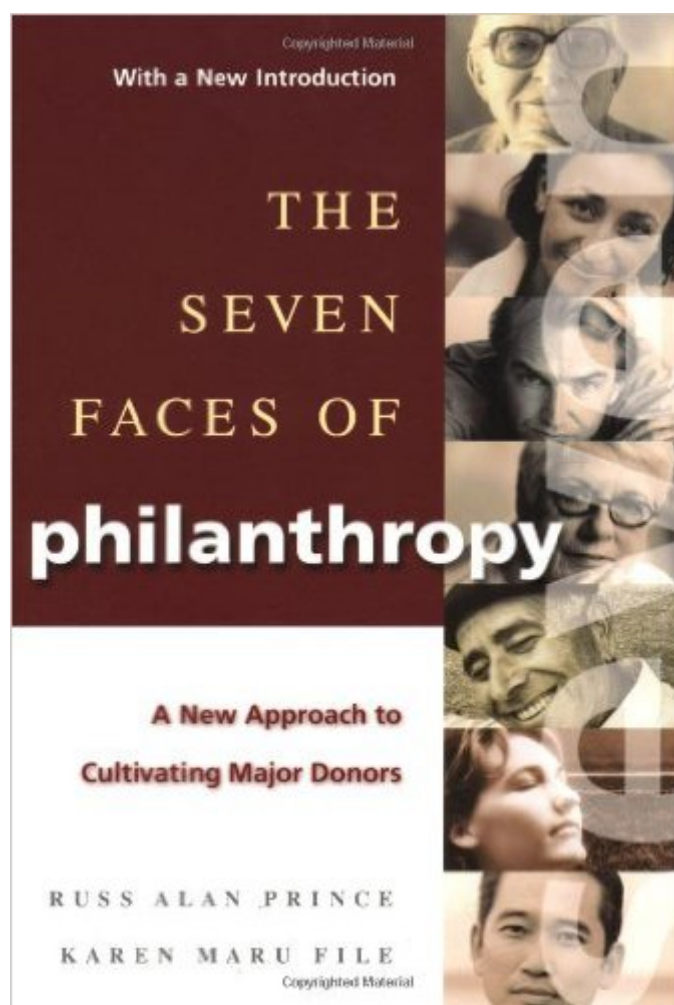


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# The Seven Faces Of Philanthropy: A New Approach To Cultivating Major Donors (Jossey-Bass Nonprofit & Public Management Series)



## Synopsis

Available for the first time in paperback, *Seven Faces of Philanthropy* introduces to you the Seven Faces approach—a powerful tool that enables development professionals to maximize their effectiveness when approaching major donors for gifts. The authors identify and profile seven types of major donors and offer you detailed strategies on how to approach them. Both novice and expert fundraisers will find this framework a valuable supplement to existing strategies and techniques.

## Book Information

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Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (19 customer reviews)

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## Customer Reviews

I'm new in a my role in a fundraising department, and I had to read this book for work, so my 3-star rating is more based on my level of enjoyment rather than the quality of the information. I think the information is worthy of a 5-star rating, but I had a 3-star amount of fun while diving into this data. If you've ever read "The Five Love Languages," then you would be familiar with the concept of this book. In the same way that people need to receive love in different ways, there are different types of givers, and they respond to different types of messaging. The Seven Faces of Philanthropy (or different types of givers) are: -Communitarians at 26% - "Doing good makes sense" -Devout at 21% - "Doing good is God's will" -Investors at 15% - "Doing good is good business" -Socialites at 11% - "Doing good is fun" -RePAYERS at 10% - "Doing good in return" -Altruists at 9% - "Doing good feels right" -Dynasts at 8% - "Doing good is a family tradition" •This book mainly uses survey results to make its points. Inside the book, we find tons of quotes from real life donors, and the quotes are used strategically to prove that the authors'™

arguments for each category are correct. Here are some bullet points I found interesting: -It was interesting to hear that some people work as Philanthropic Consultants, advising wealthy people on the best organizations to give to and invest in. -Pages 136-137 have a nice chart that show how different philanthropic personalities respond to different positive messaging. The chart shows which areas scored highest for each personality type.

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