



The Giving Continuum Defining Your Approach to Giving

Clear, almost single minded intent

Wide giving interests



Driven by passion for a cause

Rational and disciplined towards giving



Actively looking for the outcome

Responsive to the most recent requests



Keeping the end in mind – looking for great things to happen

Satisfying many needs and maintaining minimum giving levels to protect the assets



Focused on the results of the gifts

The process of giving is everything



**Give it all away in one lifetime
(with sunset provisions in case of death)**

In perpetuity, for all generations to come



Invest for the organization's long-term leadership success

Limited cycle of program related gifts



Invest in the right leaders who cast a grand vision

Review often and insist on accountability





The nonprofit leader is the expert

The donor is the expert



Focus on strengths and invest in those with potential

Focus on the most needy



Effectiveness

Efficiency



A risk taker, investing heavily in a narrow area

Lower the risk by diversifying the giving



Individualistic – responding to a calling to give

Conforming – to what others are investing in who care as I do



Often donors discover great satisfaction and impact if scores tend toward the left side of the Continuum. What characterizes these donors?

1. They have internalized that it is a calling to give; it's entrepreneurial
2. They give now vs. save for later
3. They choose the right charity leader not just the right charity "Bet on the jockey not the horse"
4. They build inch wide and mile deep relationships with charity leaders
5. They measure results rather than measuring where the dollars went
6. They consider making contributions that build organizational capacity
7. They encourage and empower the best leaders to exchange ideas
8. They mix it up with other donors who give as they do

Adapted with permission from Bob Buford's [Philanthropy Continuum](#).