



The Essence of Strategic Giving: A Practical Guide for Donors and Fundraisers

Peter Frumkin

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In the face of global financial problems and stressed government budgets, the ability of private philanthropy to step in and help solve public problems—and support vital private institutions as well—has perhaps never been more important. But how can donors be sure their contributions will be effective? And how can fundraisers make their case for support in a way that is compelling and productive?

With *The Essence of Strategic Giving*, Peter Frumkin distills the lessons of his comprehensive, award-winning study, *Strategic Giving*, into a concise, practical guide for everyone involved in private philanthropy, from donors to managers of nonprofits to fund-raisers. He defines five critical challenges that all donors must address if their philanthropy is to amount to more than indiscriminate charity, including being aware of the time frame that guides a gift, specifying the intended impact being pursued, and recognizing how a donation fits with a donor's own identity and style. Acknowledging and understanding these fundamental, strategic aspects of giving, Frumkin argues, will help ensure philanthropy that more effectively achieves its aims—and at the same time builds a lasting relationship between donors and the institutions they support.

As the next generation of donors wrestle with the challenge of effectively distributing what Andrew Carnegie called “surplus wealth,” Frumkin's road map will be an indispensable resource for years to come.

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