




COMMUNITY FOUNDATION
OF GREATER
CHATTANOOGA

Association of Donor Relations Professionals (ADRP)

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The most meaningful gift.



Piedmont

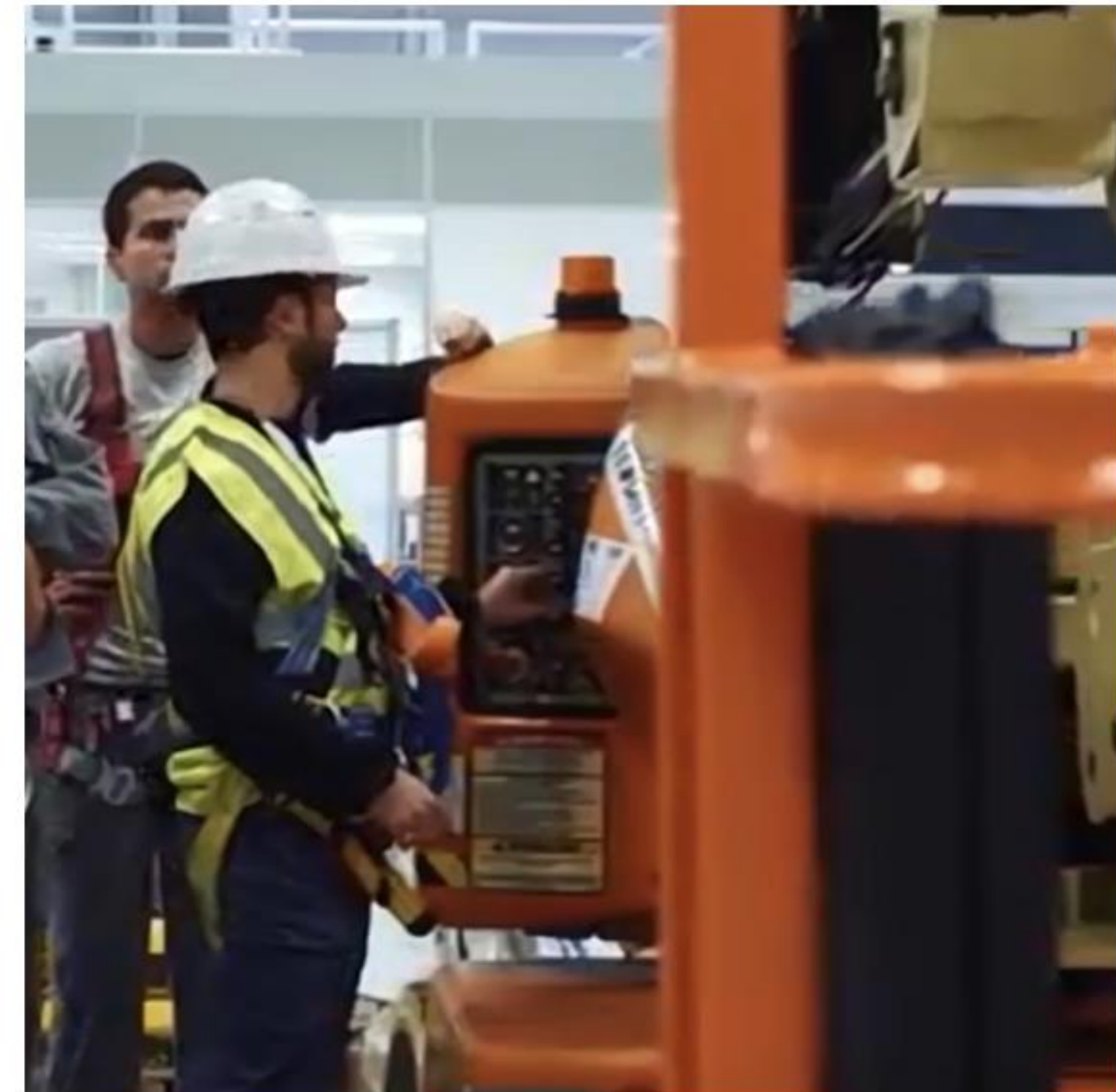


Philanthropy has two sides.

Generosity
changes everything.



Generosity changes communities.





Generosity fosters generosity.



Generosity changes families.

The impact of generosity on families:

- Strengthens shared values
- Enhances communication and connection
- Creates competencies



Techniques to engage families in giving:

- Conversation around wealth creation story
- Communication, listening, and conflict resolution
- “Early and often” forms of engagement
- Agreed-upon roles and responsibilities



Generosity changes us.

The way we give is changing.

Trends:

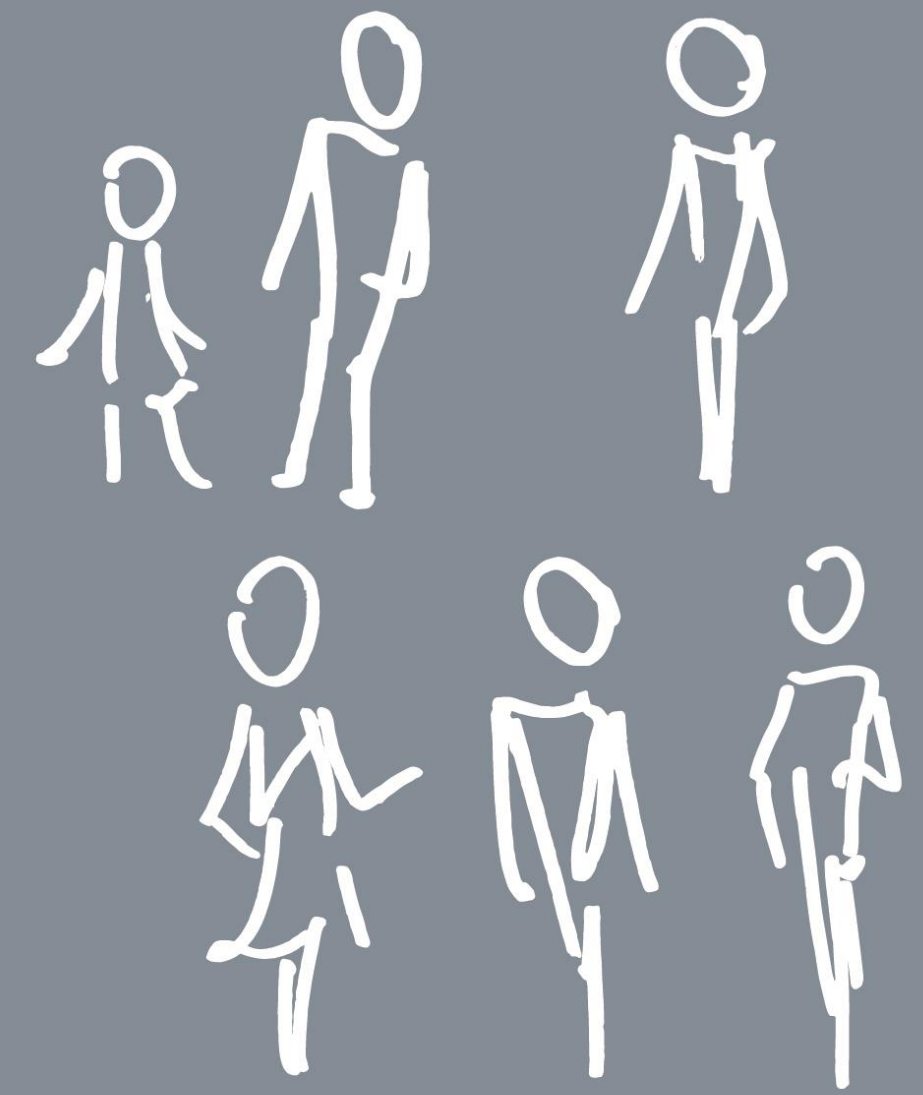
- Transfer of wealth
- Different generational approaches to giving
- Increasing role of women in philanthropy

Transfer of wealth

59 TRILLION



9.2 BILLION



If 5% of that transfer goes to local charities
= \$459.7 MILLION in giving



If the same 5% goes
to charitable endowment,
= \$23 MILLION every year forever



education



health



neighborhoods



culture



natural
resources



families

Different generational approaches to giving



Traditionalists

73 million

Great Depression

World War II

The Cold War

Pearl Harbor

Loyal

Conservative

Patriotic

Waste not, want not

Baby Boomers

80 million

Moon Landing
Protests
Woodstock
Vietnam

Competitive
Professional
Optimistic
Idealistic



Generation X

60 million

Personal computer
AIDS

Divorce
Latchkey Kids

Pragmatic
Efficient
Skeptical
Independent



Millennials

82 million

9/11

Mobile phone

Social media

Climate change

Collaborative

Civic-minded

Tech-savvy

Adaptable



Millennials

- Immediate impact
- Time, talent and treasure
- Respectful revolutionaries
- Developmental stage

What does this mean for nonprofit professionals?

- Giving should be shared.
- One size does NOT fit all.
- Active experiences matter.
- Changing systems versus addressing symptoms.

What

How

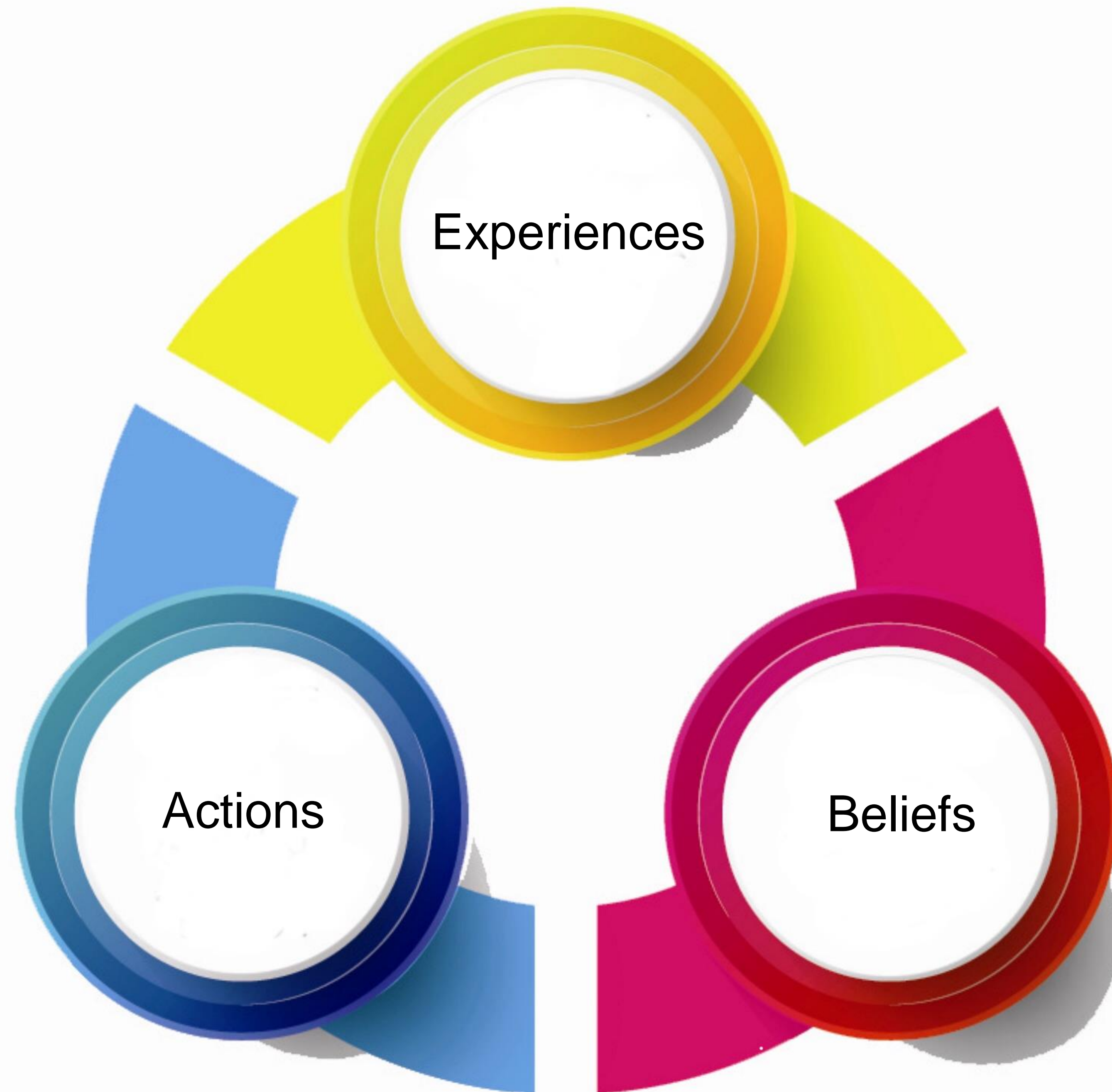
Increasing role of women

- 73% of donors worldwide are women
- Growing share of personal wealth
- Donate greater share of wealth per capita than men
- More likely to give back to community

How to engage women in your work

- Personal relationships
- Varied engagement opportunities
- Networking and collaborative giving

Why does this matter?



What is the most meaningful
gift you have ever given?



Generosity changes everything.

“I've learned that people will forget what you said,
people will forget what you did, but people will never
forget how you made them feel.”

–MAYA ANGELOU

This is the start of
a conversation.

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