

ACTIVATE YOUR MONEY

GIVING PLAN TOOLKIT

This toolkit is intended to help you gain clarity on the issues that matter most to you. By answering some key questions, you will gain insight into the types of problems, approach, and actions you want to take to address those challenges.

Start with the Nature of the Problem(s)

Consider which problem(s) you want to solve and where you want to have your impact – locally in your neighborhood, regionally, nationally, internationally. Think about whether you want to support a small or large organization, and try to understand your reasoning. Ask yourself whether you would prefer to support hands-on interventions, education & empowerment, or infrastructure, policy & advocacy work.

Look Beyond the Money

Determine how much involvement you want with the organizations you fund, and whether you want to build a relationship with them over time. You may find that in addition to, or in lieu of, money, you can offer your time, connections, or expertise. We often overlook these non-tangible assets believing that our most important charitable contribution is financial support. But that is not the case. When she worked for the Bill & Melinda Gates Foundation, Janine recalls that some grantees valued the expertise and connections they received more than the money. How will you measure success?

Problem & Location

- What specific problem or set of problems do you want to impact with your giving?
- What did you learn about your values in Chapter 2? Which Sustainable Development Goals did you prioritize?
- What programs have you supported in the past? Do you want to continue championing any of them?
- Where do you want to make a difference? In your community, region, nation, globally?
- What types of interventions are most important to you? Regulatory change, advocacy, research, education, direct service, innovation, other?

Pathway, Actions & Outcomes

- How much do you want to donate each year? Do you expect this to change over time?
- Will you donate cash, stock, other assets?
- How frequently do you want to donate? Monthly, quarterly, annually, other?
- Are there non-monetary contributions you want to make? Your time, talent, connections?
- How will you know if your grants have been successful? How do you want to measure success?
- What type of reports would you like to receive from the organizations to which you make grants?

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Craft Your Philanthropy Mission Statement

After considering the previous questions, try to transform your initial thoughts into a mission statement. If you want to accomplish more than one goal, or tackle more than one problem, then go through the following process for each objective. In this section, focus on the problems you are trying to solve.

Identify Your Time, Talent, and Resources

Now spend a bit of time capturing the amount of money you would like to donate, the cadence of that giving, as well as the talents you can bring to bear and the frequency with which you would be able to engage.

Resources: How much money will you donate to this cause each year?

Time: How much of your time, if any, are you able to volunteer? Try to be realistic. Some of us overcommit, while others shy away from commitments.

Talents: What are the skills from your personal and professional life that you could bring to bear for this organization? Try to be expansive in your thinking.

Consider What You Want from Your Grantees

Think about the type of feedback, reports, and updates you would like to receive from your grantees. These preferences are a good thing to keep in mind as you move into the next step of researching and interviewing potential grantees.