

STRATEGIC PHILANTHROPY: HOW TO ENSURE A SUCCESSFUL OUTCOME FOR YOUR PHILANTHROPIC INVESTMENT

Disappointment and frustration with the performance of the non-profit sector have led many philanthropists to want to ensure that they receive a philanthropic “bang for the buck”. There is a call from all sides of the philanthropy field to urge donors to focus on Strategic Philanthropy, sometimes called “Impact Philanthropy”. What underlies all of the catch phrases is an admonition to all who would give – clarify your goals and ensure measureable outcomes.

Of course, developing a philanthropic strategy that ensures positive social outcomes requires high-level research and a deep engagement in the particular field-of-interest.

Here are eight critical steps for honing your strategy for giving.

1. Identify the change you want to create
2. Decide the aspect or entry-point of the service system where you can have the greatest impact
3. Base your strategy on proven methods
4. Research existing programs to avoid reinventing the wheel
5. Consider leveraging an existing success with the addition of a complementary service
6. Determine how you will measure outcomes
7. Be willing to adjust your strategy if first-results suggest a change-of-course
8. Be patient. It takes time to change the world.

Do not be discouraged if this seems outside your expertise. Ensuring the right overall strategy is always a work-in-progress. For help with developing a strategic approach for your Family Foundation, please contact Susan by e-mail: susan@susangrinel.com or phone: 310-838-5131. Susan is dedicated to helping her clients meet their philanthropic goals.