



## Bang for Your Philanthropic Buck

Year end is almost here, which means most nonprofits are finalizing their annual giving strategies and requests. Normally, as our business was built to support our nonprofit partners, we may offer a few helpful tips for that process. But, we are flipping the script. For those of you on the receiving end of these solicitations, we want to offer some guidance as you consider your year-end philanthropy:

### Do you want your donation to have breadth or depth?

Any dollar amount can go wide or deep, depending on the organization. For example, your money could support an after-school program that serves 300 children or it could go toward a program that focuses on holistic case management for five homeless teens. Provide supportive care to many or make deep, meaningful change in one life?

### Where in a person's life do you want to have impact?

For this question, it is helpful to think about Maslow's Hierarchy of Needs:



Source: [SimplyPsychology.org](http://SimplyPsychology.org)

Your dollars could provide basic necessities, teach someone how to write their job resume, or give them a circle of support to lean on if they struggle with mental illness. It is possible you could impact someone at the intersection of a major life decision.

### **Do you want to give individually or collectively?**

Quiet, individual giving is a route many people take, particularly when it comes to responding to an annual request. Attending an event with like-minded individuals can also be an energizing way to give, particularly knowing the powerful, collective impact you will have on the organization. It is all about comfort and personal preference.

While these tips are timely for the holiday season, they can be used year-round as you prioritize and consider the impact of your philanthropic bucks throughout the year.