



Why Rich People Give 5 Golden rules and your ideas

Rule 1: Belief in the cause

This was the strongest motivator, and choice of a cause was often influenced by a wish to change or enhance society's systems or structures in line with a particular interest or belief.

Notes on how you can encourage people to believe in your cause:

Rule 2: Being a catalyst for change

This includes making a real difference, to society, institutions or individual lives, and getting value for money.

Notes, ideas on how you can demonstrate you are a catalyst for change:

Rule 3: Self-actualisation

This covers the satisfaction of personal development – applying expertise in a different sector, learning new skills, directing money which might otherwise go to the government, addressing causes with a personal connection and defining a place in history.

Notes, ideas on how your donors may be able to see themselves in your beneficiaries shoes:



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Rule 4: Duty and responsibility

This is about the satisfaction of conscience, the obligations of the privileged to those less fortunate and the desire to “put something back” into society.

Notes, ideas on why your potential donor may feel duty bound to donate a large gift :

Rule 5: Relationships

This concerns the fun, enjoyment and personal fulfillment of relationships with a range of people. These may include the senior staff of the charity, beneficiaries and other donors. Donor networks feature strongly in some sectors and communities. A desire to join such networks may influence some.

Notes or ideas on how you can build genuine, long term and meaningful relationships with potential large gift donors