

Bolder Giving was founded on the belief that people need both inspiration and support to give boldly and that this type of courageous, engaged giving is both essential for the world and an opportunity for tremendous personal fulfillment. Based on these beliefs, Bolder Giving works to inspire people to:

- **Give More** (increase their giving as a percent of income, assets, or business profits)
- **Risk More** (change how they give and what they give to), and
- **Inspire More** (share their giving stories to inspire others to give).

Bolder Giving seeks to challenge the norms and stereotypes that limit charitable giving through a two-pronged approach:

- 1) **Inspiration:** We gather & share motivating stories of bold givers across the economic spectrum
- 2) **Action:** We develop tools & organize conversations to translate inspiration into action

In June 2010, Bolder Giving was awarded a three-year challenge grant by the Bill & Melinda Gates Foundation to take our work to scale. With this support, Bolder Giving is expanding its media and outreach efforts; enhancing our online presence through an intensive online advertising campaign and new syndication program; developing new publications and giving tools; and building program partnerships with organizations serving diverse donor communities.

Partnership Overview:

In order to share our stories and tools about giving and giving potential with diverse donor constituencies, Bolder Giving is seeking to launch partnerships with organizations that already build community with and support donors including community and public foundations, donor networks, and financial and philanthropic advisors. Our hope is to help you increase your capacity and to deepen your donor relationships by:

- 1) Delivering program content through workshops and seminars exploring questions of *“how much is enough”* and *“how much can you give”*,
- 2) Offering training for your development staff, donor services team and/or philanthropic advisors around how to best support exploration of these issues,
- 3) Developing customized and co-branded versions of Bolder Giving tools to use with your community, and
- 4) Identifying and profiling pattern-breaking donors within your community.

Scale & Flexibility

This partnership overview is based on our findings after conversations with over fifty community & public foundation leaders, donor network coordinators, and financial & philanthropic advisors. We are open to considering partnerships at a variety of scales from one-off donor conversations to comprehensive multi-year joint programming, and to explore other partnership possibilities not included in this overview.

Possible Partnership Areas of Work:

1. Exploring Questions

- Conduct workshops or seminars with your donor/client community on questions related to giving. Programs can be marketed and branded in a variety of ways as desired by each partner depending on what works for you.
- Deliver keynote addresses or participate on a panel (by our Executive Director, co-founders, or one of our Bold Givers) at conferences or events you organize or are presenting at.
- Facilitate small group sessions, one-on-one conversations or retreats for your key major donors who are interested in delving deeply into the questions around their giving potential and intentions.

2. Training Advisors

- Conduct one or more peer-led workshops for advisors which include role-playing donor conversations to build skill in supporting donor exploration of giving issues, reviewing strategies for facilitating these conversations, and building familiarity with a range of resources to use with donors.
- One-on-one or group coaching calls/consultations for your staff and advisors needing support for specific donor conversations (one-time or ongoing)

3. Developing Materials

- Development of customized version of the Bolder Giving workbook & one or more worksheets/tools for your specific community. Customizations can include using your color palette with a new cover design, use Bold Giver stories from your community or issue (where possible), and use of local/issue examples and resource lists. Custom materials can be co-branded or private label (with or without BG logo/recognition on cover).

4. Profiling Bold Givers

- Working with each partner, Bolder Giving will identify and develop profiles of Bold Givers among your community, and develop a written story and short video clip about the donor's giving story. This process includes:
 - Written story - interview the giver, BG drafts written story, edit with giver, finalize written narrative (multiple lengths – one sentence teaser, one paragraph highlight summary, web-ready profile)
 - Video – conduct video interview, edit down to several lengths (30 second teaser, 90-120 second web-ready version, 5 min in-depth video, unedited footage for archival use)
- Depending on their newsworthiness and media opportunities, Bolder Giving will work with you to obtain media coverage for your donor giving stories.
- Stories can be promoted through the Bolder Giving website and syndication program and by you in both online and print formats.

Resource Requirements

Bolder Giving is not seeking to profit from these partnerships, we only aim to cover costs to engage in this collaborative work. Financial resources for these partnerships can be provided directly to BG as a grant/contract, or funds can be raised jointly raised by BG and your team depending on available resources, the scale of the partnership, and the desired work timeframe. Depending on the number of activities desired from the above list, partnerships can range from \$5,000-\$50,000+ on an annual or multi-year basis.

To begin conversations about a possible partnership, please email or call Jason Franklin, Bolder Giving's Executive Director, at 646-678-4394 ext 1 or jason@boldergiving.org.