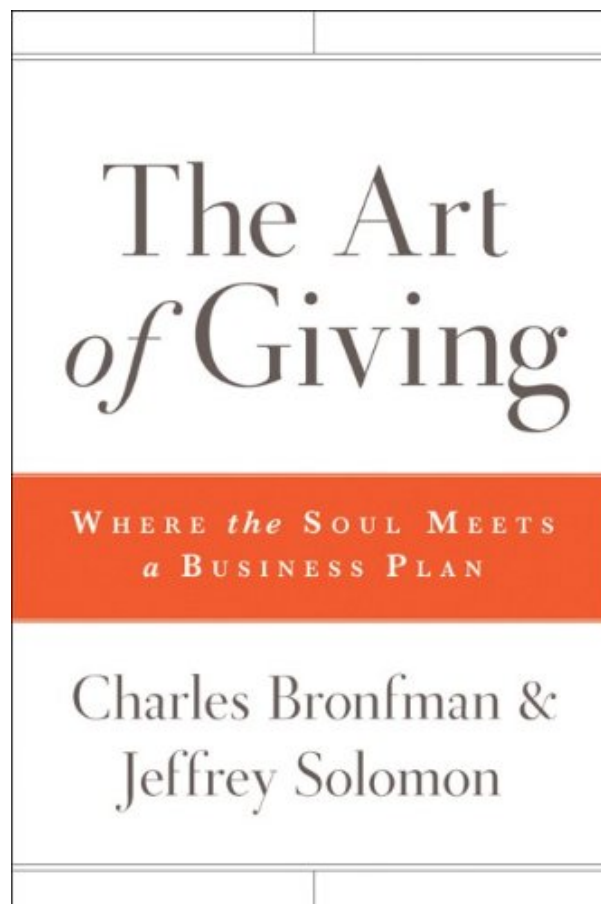


**THE ART OF GIVING: WHERE THE SOUL
MEETS A BUSINESS PLAN BY CHARLES
BRONFMAN, JEFFREY R. SOLOMON**



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The Art *of* Giving

WHERE *the* SOUL MEETS
a BUSINESS PLAN

Charles Bronfman &
Jeffrey Solomon

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Drawing on decades of experience, the authors offer a fresh, enlivening approach to the nonprofit enterprise that, too often, is undervalued and thought of as the province of the burnt-out and the overwhelmed. Along with its many candid insights and memorable anecdotes, *The Art of Giving* also offers instruction on how to create a business plan for giving that works for you.

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Most helpful customer reviews

11 of 11 people found the following review helpful.

Not Just for Donors

By WJP

I can't tell you why I picked up this book. I am not wealthy and my donation history is modest at best. But as someone who has worked in non-profits, I am aware of the stellar reputation of the authors' organization, and was intrigued to learn what a healthy relationship between a non-profit administrator and philanthropist might be like.

The book reads easily, but don't let that fool you. The authors pack a lot of information into this volume. If you want to know how to find the cause that ignites your passion, why it must, the politics of board management relations, how to give, how and why to measure results... and understand a lot of sophisticated financial mechanisms for giving in the process (which the authors explain in laymen's terms with the greatest of ease)... this is the book for you.

But what I love most about this book is the openness and honesty with which the authors share their professional journey. Their mistakes and successes are offered readily, and their passion and dedication leaps off the page. The result for me was a sense of intimacy and inspiration that pressed me to look at my own life, and what I would like to do for others to mark my time here.

If you're a donor thinking of how to give, a developer attempting to understand your clients, an administrator steering your organization, a board member attempting to honor your responsibilities, or anyone who just feels the need to share their gifts with others in hopes of making the world a little better off, read this book.

WARNING - A word of caution about reading the "Art of Giving" on public transportation. I became so engrossed in this book while reading on the train that I missed my station by three stops last night.

5 of 5 people found the following review helpful.
a must-read for development professionals!!

By Rachel

Any development professional working with individual donors should read this book. I've already ordered copies for my staff! Understanding the mind of the donor and why they give is critical and this is the first book I've seen that addresses this in a way that is actually interesting and readable.

3 of 3 people found the following review helpful.

A Must for people who want to make their contributions work.

By Jaye

This book is full of ideas for matching yourself to the charity that makes your giving truly come from your beliefs and concerns, and how to give so that the money really addresses the needs. For instance he says that sending a small check, like \$25, is a waste of time because most of your gift goes to processing the check.

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