3 minutes

1. The 7 Faces of Philanthropy is a 1994 social science study conducted by Russ Alan Prince and Karen Maru File. In this study, Prince and File analyzed the motivations of individuals relative to their interest and support of nonprofit organizations. They categorized individuals into 7 distinct groups or faces. Each group was defined by the attitudes and beliefs that motivate individuals to act on behalf of and in support of a nonprofit. The study defines the expectations of each group related to communication, involvement, decision-making, and recognition. They are:

   a) The **Repayer**: Doing Good in Return
   b) The **Investor**: Doing Good is Good Business
   c) The **Socialite**: Doing Good is Fun
   d) The **Communitarian Partner**: Doing Good Makes Sense
   e) The **Devout**: Doing Good is a Moral Obligation
   f) The **Altruist**: Doing Good Feels Right
   g) The **Dynast**: Doing Good Is a Family Tradition

2. Link to study on thumb drive.