



"Giving" Advice



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ABOUT YOUR FOUNDATION

Since 1973, the **Toledo Community Foundation** has provided individuals, families and businesses interested in the well-being of our community with an *efficient, effective, low-cost, professionally managed* mechanism to achieve their charitable goals.

For philanthropists wishing to maximize the impact and life of their charitable gifts, the Foundation provides *resources for thoughtful giving*. Using its expertise and personalized services, **Toledo Community Foundation** helps donors

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Reaching the 'Wired Wealthy' Online Can Net Bigger Returns

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Chicago Tribune (Illinois)
Distributed by McClatchy-Tribune Business News
March 27, 2008

By Charles Storch *Chicago Tribune*

An "Internet communications gap" exists between many charities and their bigger donors, even as more higher-bracket people go online to contribute, a new report says.

The study finds that "most charities are not making the best possible use of their Web and e-mail efforts to connect with a critically important audience" of affluent and Web-fluent donors. It suggests communications be tailored to fit a group it dubs the "wired wealthy."

Members of the group contribute an average \$10,896 a year, online or by traditional means. They are affluent, with about half from households with annual incomes of more than \$100,000 and a quarter from households with incomes topping \$200,000. They tend to be baby boomers and Internet-fluent, spending an average 18 hours online per week.

The report divides the group into three categories, based on their level of engagement with charity Web sites. They range from "relationship seekers" to "all-business" types, with "casual connectors" in between.

The report is by the consulting firms Convio, Sea Change Strategies and Edge Research, in partnership with 23 charities of all stripes. Last fall, they surveyed 3,443 people who gave at least \$1,000 to one of those charities in the prior 18 months, and they canvassed 200 nonprofits about their online communications.

They found that 51 percent of the "wired wealthy" said they preferred to give online, and 46 percent anticipated increasing their share of giving

transform their philanthropic impulse to measurable community impact. Beyond the gifting of assets, the Foundation helps donors identify issues of importance to them and *inspires engagement* with community organizations addressing these issues, thereby maximizing the impact of charitable gifts and creating a greater sense of fulfillment.

via the Web. But only 40 percent said charity Web sites engaged or inspired them, a failing that the report equates with lost opportunities for donations.

The report suggests that charities customize online appeals for these types, for example, by including financial data in e-mails to "all-business" types, or by soliciting comments from "relationship seekers."

Veterans: Nonprofits serving military veterans have come under scrutiny in the news media and on Capitol Hill, particularly after Chicago's American Institute of Philanthropy, a charity watchdog, last year gave many of them failing grades for squandering resources meant for veterans.

Hoping to restore public trust, McCormick Tribune Foundation and four Chicago financial firms are launching a national fund-raising campaign to assist wounded soldiers, veterans and their families.

The foundation (which is independent of Tribune Co., publisher of this paper) has pledged to match, with \$1 for every \$2 raised, up to the first \$2 million taken in by the campaign, "Operation Healing Freedom." It also promised to pay all administrative costs and see that all funds raised go "only to the highest-quality agencies."

The foundation, whose chief is Army Brig. Gen. (Ret.) David Grange, is allied with Chicago Growth Partners, GTCR Golden Rauner, Madison Dearborn Partners and Welsh Carson Anderson & Stowe.

Grants: The John Templeton Foundation is giving \$3.3 million over three years to create the Enterprise Initiative. Based at the University of Chicago, it will pursue scholarship on creating wealth and reducing poverty in developing countries.

The U.S. Education Department gave Columbia College Chicago \$305,058 for a program to improve math teaching in grade school for English language learners.

Nuestro Futuro, a program of Latino civic leaders and the Chicago Community Trust, disbursed \$200,000 among 13 area charities. The larger grants were \$25,000 to McHenry County Cooperative Dental Clinic, and \$20,000 each to the Latino Union and the Institute of Puerto Rican Arts and Culture.

Kudos: The Illinois Humanities Council is to present its 2008 Public Humanities Award to Carlos Tortolero, National Museum of Mexican Art president, at a benefit luncheon April 24 in the University Club of Chicago.

People: The Chicago Community Trust hired Elizabeth Richter as vice president of marketing and communications and Jamie Phillippe as vice president of development and philanthropic services.

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