



# Strategic Philanthropic Giving

**Helping funders create lasting change.** CauseIMPACTS is a social impact strategy-consulting firm that helps inspired organizations and individuals create, measure, and communicate social change across a broad range of issues. We do this by developing Strategic Giving Portfolios that clarify your interests, desired impact, and vision. Then, we develop unique giving opportunities that maximize your potential impact and lay out a map for goal achievement.

## Our 4-Step Approach to Strategic Philanthropic Giving:

1

### STRATEGIC GIVING PORTFOLIO

Deciding to invest in a philanthropic endeavor is a daunting task and is too often, not done strategically due to limited time and resources. We begin work with all philanthropy clients by conducting a detailed Personal Interest Survey that helps us identify your interests. The assessment is then used to create the Strategic Philanthropic Mission and Giving Guidelines that act as a map for future investments.

2

### STRATEGIC GIVING LANDSCAPE ANALYSIS

Once clients have a Strategic Giving Portfolio that outlines issues and causes they want to support, we identify targeted investment opportunities within those parameters. We assess the landscape of giving opportunities and provide clients with a detailed Giving Landscape Analysis. This report includes a list of potential investment opportunities and SWOT (Strength, Weakness, Opportunity, Threat) analysis for each potential giving project.

3

### STRATEGIC GIVING PROJECT DEVELOPMENT

We develop projects that make a positive impact on the causes in a client's giving portfolio and develop strategies for telling the story about that giving in a way that positively impacts and enhances the client's brand. This could include anything from a matching gift program to funding a social enterprise, to developing an innovative cross-sector partnership. Clients interested in "Venture Philanthropy," "Social entrepreneurship," or creating a "Giving in action program" find this service especially appealing as we help develop innovative, cross-sector partnerships that address your giving interests.

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### STRATEGIC GIVING IMPACT EVALUATION

We believe that charitable giving deserves the same scrutiny and evaluation that your business financials receive. We are trained in program evaluation and policy analysis and we put that training to use analyzing the impact of your Strategic Giving Portfolio to ensure that your giving strategies are effective, efficient, sustainable, and impactful. We believe that evaluation is the key to helping you develop a legacy of impactful change in your community and/or issue of interest.

For more information, visit us at  
[causeimpacts.com](http://causeimpacts.com)