



### Introduction

The panel meeting was hosted by Panel Chair and Steering Committee Member Susan Minsberg. After settling down with coffee and bagels the panel meeting opened with brief introductions as panel members were present who were not able to attend the first meeting. We invited them to review the same questions posed at the first meeting: When were you inspired and what inspired you?

### Panel Discussion on Scope and Inspired Giving

In response to what people shared, the panel moved into a discussion about what “inspired giving” means to the panelists. Through this question some themes emerged and further questions were raised.

**People give when the people they care about give.** There’s a social component to giving. It is clear from panel members’ experiences and in the literature that people are inspired to give when the people they admire or care about model giving and/or ask them to give. So how do communities create a culture of giving? ***What does it take to creating a culture of giving?***

**People give to causes they care about.** Jews give a lot and they give to causes they care about. Again, this was evidenced by the stories shared by our panel members and by the research literature. A recent study found that more than 90 percent of Jews who report a high level of involvement in Jewish life give both to secular and to religious charities, while only 58 percent of Jews who report a “very low” level of involvement give to any kind of charity.<sup>1</sup> Some inspiration comes from giving to a niche or a certain issue or topic that the donor is interested in supporting. ***How can we understand what niche causes people in the greater St. Paul Jewish community to give?***

**How and why people give changes during the course of their lives.** People’s needs change over the course of their lifetimes. At certain points, people are interested in children’s programs and later may be interested in Hillel or Sholom. Part of what inspires people in the community is which phase of life they and their family are in. It behooves organizations to understand this and develop long-term relationships with donors, staying connected to them even when they are in a phase of life in which they are less able to give or less interested in giving. ***How can we develop a continuum of giving opportunities for people that engages them over the course of their lives?***

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<sup>1</sup> “Jewish Donors Are Generous, Especially to Non-Jewish Causes”, Chronicle of Philanthropy, September 06, 2013

### **People engage in programming that is relevant to and matters to them.**

Figuring out different types of programs that connect with people is an important way to inspire and draw people into a community. There should be different touch points for people interested in engaging in a community and different ways for them to donate their time, talent and treasures.<sup>2</sup> ***How do we match relevant opportunities to give with people's time, talents, and treasures?***

### **Differences by Generation**

The panel also discussed the differences in generational giving. From this conversation a few themes emerged:

- Baby boomers might be a good target demographic for this panel given their engagement and built-up wealth. Panel members' experience and research suggest that Baby Boomers who haven't been engaged previously may be moving into a time in their life when they are more able to give and looking for meaningful opportunities.
- This is the first generation in which younger people do not feel they are going to be more successful than their parents. Some baby boomers are saving more to give to their children who are bearing high student loan debt, marrying later, and so forth. One person suggested that this may explain why Federated giving is down nationally.
- Previous generations had mentors who told people how things were done and that it was important to give back to the community. Some panel members felt that these opportunities are less frequent today.
- One panelist identified a concern that as kids move away, their parents want to support them and their new communities.
- A theme that we also heard at the meeting was that creating opportunities for people to connect supports people giving, even if the connecting activities don't directly relate to the immediate giving of time, talents, or treasures.

### **What constitutes success?**

We touched on the question of whether the focus of this panel was to specifically inspire Federated giving or inspire giving to and within the Jewish community overall. There was a strong belief that this panel should not narrow its focus to Federated giving and that all giving to the Jewish community is good giving. When you elevate giving, everyone benefits.

### **Where do we go from here?**

The panel brainstormed and identified several questions to think about as we move forward.

- Giving is not about the boomers or millennials, but about continuum of giving. Does the community have that continuum or do people get dropped at a certain point?
- If we view giving as a relationship, look at lifecycle giving and who does it really well? How do you assess community in that lens, is it the overall Jewish community

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<sup>2</sup> <http://www.amazon.com/The-Generosity-Factor-Discover-Treasure/dp/0310324998>

or Federation? What does the whole arc look like? Within that arc, where are their opportunities for niche giving?

- How do we keep staying connected as times and needs change?

### **Next Steps**

The panel will identify the next meeting date using a meeting wizard with dates on the weekend or during the week. The next meeting we will discuss experts or people that we should research and research on the areas that the panel is interested in.