

Even if that is not a primary motivator for a particular donor, there is no denying the joy and, even, physical benefits of giving. Several studies (see health.clevelandclinic.org/why-giving-is-good-for-your-health/) have shown the following health and wellness benefits:

- Lower blood pressure
- Increased self-esteem
- Less depression
- Lower stress levels
- Longer life
- Greater happiness

~Slide 15 - Diversity~

In addition to studying giving patterns and behaviors, it's important to look at trends and changes. The world is changing; therefore, giving will change.

The Study's authors pointed out that the continuing good news trends of the year over year studies showing strong giving trends must be held up to the light of powerful undercurrents of social, economic, political, and demographic forces. Forces which compel nonprofit organizations to adopt strategies and business practices that are more inclusive and transparent. I submit this is the trend worth watching; and a trend worth adopting for businesses and nonprofits.

It's never been truer: Giving is being shaped by a diverse donor universe of different ages, ethnic backgrounds and gender identities.

~Slide 16 - Women~

Women are at the forefront of philanthropic engagement and impact. For one reason, women's wealth is on the rise. Today they hold around 40% of global wealth. They are also more likely to give, and give more. And, it's important to realize, women give differently than men whether you look at motivations, causes or behavior.

<https://philanthropy.iupui.edu/institutes/womens-philanthropy-institute/research/index.html>

How well informed the giving decision is varies widely, just as donors and clients vary widely. From differences in age, ethnic backgrounds, cultural practices, and gender identities, these unique factors deeply inform giving decision. This is a wonderful opportunity for you to add value to the client relationship.

~Slide 17 - Why Give Quote~

Another opportunity for nonprofits and advisors (remember - you are Yoda!) lies in the fact that only 49% of donors have a strategy for their giving. To develop a strategy, you must first understand the why, the underlying reasons for giving.