



4 Donors

Parables and Profiles for Rethinking your Philanthropy

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Take the personalized philanthropy challenge

Exploring profiles of just four donors with Steve Meyers will challenge you, first to see and then to crash your fundraising matrix. See how personalized philanthropy can help you make the shift to real donor-focused giving. You will take away:

- A new working definition of philanthropy that will reshape your relationship with donors
- A radical rethinking of endowment that will make you rethink your role as a gift planner
- Three Killer apps - specific new gift strategies you can start using right now that can change your gift planning practice forever

If something about the Development Office just feels a bit off, it's time to crash your matrix. Here's a beginning to restore creativity and bring new impact to your gift planning practice.

About Steve Meyers



Steven L. Meyers, Ph.D., is Vice President of the Center for Personalized Philanthropy at the American Committee for the Weizmann Institute of Science. His quest for innovative donor-focused gift designs led to a question - Why isn't all philanthropy *personalized* philanthropy? – and a series of “killer apps” which enable donors to create a lasting legacy where impact and recognition begin now.

Steve joined the American Committee of the Weizmann Institute of Science in 1995 and now serves as Vice President of its Center of Personalized Philanthropy, as well as a member of its management team and total financial resource development strategy group. He holds a Masters Degree in Organization and Management from Antioch University and a Ph.D. from the University of Buffalo.

Steve has published in *The Journal of Gift Planning* as well as *AFP's Advancing Philanthropy*, and speaks frequently at national, regional gift and financial planning events on donor-centered giving and “Planned Giving in the Big Picture.” He is a contributing author for the Planned Giving Design Center, as well as for the Elite Advisor Forum of CEG Worldwide.

Steve strongly believes in building a pioneering culture of teamwork and collaboration and most enjoys helping donors realize ways they can help make miracles happen at the Weizmann Institute of Science and other organizations close to their hearts. He is the author of the book, **Personalized Philanthropy: Crash the Fundraising Matrix**, and its companion monograph for donors, **Personalized Philanthropy and the Four Donors: Parables for Radically Rethinking Your Philanthropy: A New Conversation for donors, gift officers, and advisors.**

Steve's book is available via the publisher, [Charity Channel Press](#) or through [Amazon.com](#)
Visit Steve's blog at [personalizedphilanthropy.com](#).