DYNAMICS OF HOSTING

Giving Circles and Collective Giving Groups

Giving circles have received attention from community foundations and other public funders for their capacity to reach a broad range of donors, flexible and authentic appeal for donor engagement, and democratic approach to building a culture of philanthropy. But what does the giving circle—host relationship look like, and what benefits and challenges exist for hosts?

A new study by the Collective Giving Research Group and supported by the Women's Philanthropy Institute explores giving circle hosting. Here's what it found:

HOST ORGANIZATIONS

expect and realize significant benefits by supporting giving circles



- Top reasons cited for hosting
- Actual benefits of hosting

Contributing to a culture of philanthropy in their communities

92%
91%

Reaching new donors

81%
85%

Attracting a more diverse set of donors

74%
64%

Increasing community visibility
70%

74%

The most COMMON SERVICES hosts offer giving circles:







Organizing educational opportunities for members



Soliciting proposals from potential grantees.

BIGGEST CHALLENGES associated with hosting

giving circles:





Differences in expectations between the giving circle and host





RESEARCH THAT GROWS WOMEN'S PHILANTHROPY

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