## The Philanthropic Mind: Surprising Discoveries from Canada's Top Philanthropists by Chuck English and Mo Lidsky

## **Contents**

Introduction: Why the Philanthropic Mind?

- 1. You Can't Judge the Philanthropist's Playbook by its Cover
- 2. Generation Matters
- 3. Triggering the Giving Reflex
- 4. Embrace the Demanding Donor
- 5. Timing is Everything
- 6. Givers Crave Giving
- 7. Major Donors Need Special Treatment
- 8. Appeal to the Philanthropist and the Businessperson
- 9. It's All About the Right Person
- 10. Passion is the Prerequisite
- 11. The Involvement Paradox
- 12. The Mystery of Marketing Material
- 13. The Catch-22 of Research
- 14. Vision Matters—but Details Matter More
- 15. Reciprocity Has its Limits
- 16. Gifts Gone Wrong
- 17. How Not to Get the Gift
- 18. Too Good to Pass Up
- 19. Philanthropists are Just People
- 20. What You Can Do Tomorrow

Appendix: Biographies of the Philanthropists

**End Notes**