

Old Paradigm—20th Century

New Paradigm—21st Century?

Elements:

Technology: Printing; post-office mail; telephone

Computerized databases, Internet telecommunications

Economy: Traditional diversified 20th-century American—steady-growth, generally stable, corporate economy

"New" high-technology global economy, rapidly new expansive, generating huge new wealth from many corporations; old ones merging and acquiring to take advantage of global markets, less local community-oriented. Inter-generational transfers of huge wealth.

Institutions: Private foundations lead; community funds multiply; large charities, some federated, dominate fundraising by direct mail and telemarketing; professional associations arise for grantmakers, fundraisers, charities, and divide philanthropic community into separate constituencies. National Taxonomy of Exempt Entities developed for research.

Donor-Advised Funds, private funds multiply; Focus broadens to whole philanthropic community
Barriers dissolve between sectors
Virtual philanthropic communities emerge in cyberspace

People: Professionalization makes philanthropy highly technical

"New and Emerging Risktaking Donor-Investors" (NERDs?) explore unconventional modes of giving and volunteering.

Practices: Telemarketing, direct mail, increasingly competitive grantmaking

Promoting philanthropy itself; Donor education; Venture philanthropy; Giving Circles; E-philanthropy; Catalogue systems; Collaborations in and among Constituencies and sectors; professional community Broadens to include phil. advisors, scholars, media

Rhetoric: Moral obligation. "Giving away", "Giving back", through "non-profits" or "tax-exempt entities" in the "third sector" to the "needy", the "disadvantaged".

Constructive appeal, "Donor-Investors", "Making a difference", through "social change", and "charities"
Generosity = relation of giving to wealth
Classical definition of "Philanthropy", seen as central To American history and character

Results: <2% Gross Domestic Product and Adjusted Gross Income; only 25% Itemizers of Charitable Deductions; <20% estates over \$650,000 make any charitable bequests; 5% charities get 80% grant dollars, and vice-versa.

Too soon to tell. Aiming much higher.