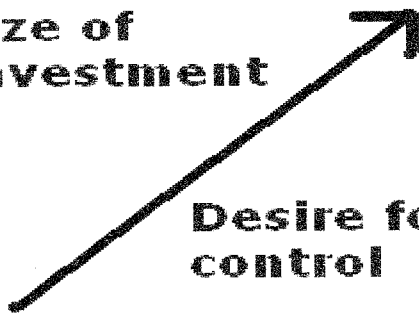




Desire for control follows size of investment

Here is a point of discussion for boards and committees everywhere.

**Perceived
size of
investment**



**Desire for
control**

Does this graphic represent your experience with donors – whether through the contribution of money or ability? In our experience we observe most organizations would answer yes.

It seems easy to give a gift and to not care a lot about its use if the gift is perceived as “nothing much.” Desire to control outcomes seems to grow proportionately with the size of the gift. Strangely, the more control is sought when giving a gift the more the gift moves into the realm of allocation or even transaction, and the further it moves from altruism.

This is not an attempt to paint control as bad. There are myriad illustrations of donors who use the control factor to improve a failing organization, or to teach skills for up and coming leaders. Still, there are just as many stories of control working to the organization’s harm. In the end it comes down to the intent of the donor and the concern of the organization for the growth of the donor – not just its program. It also depends on whether everyone is being honest about what they offer and what they expect.

“It seems easy to give a gift and to not care a lot about its use if the gift is perceived as nothing much.”

-mark