



Map Your Assets: The 3Ts / 3Ws

➤ Philanthropy and giving is not just about money. (Though money is really important!) There are a couple of handy ways to describe the kinds of assets that givers and volunteers can bring to nonprofits:

Time, Talents and Treasure Work, Wisdom and Wealth

Time and Work

On the ground time that you can give to an organization as a volunteer

Talents and Wisdom

Professional skills that can benefit the organization (especially pro bono) and the ability to advise nonprofits on different topics you may know a lot about

Treasure and Wealth

The financial resources you (or your networks) can contribute

Through a humble and realistic mapping of your giving circle members' assets, you may realize that you can bring many different types of resources to the organizations your circle wants to support. Which of these do you bring to the table?

I can donate my professional skills to a nonprofit pro bono to help with its administration and operations (*finance, legal, design, technology, strategy, information management, writing, etc.*)

My workplace has equipment or services or meeting space that I could offer to a nonprofit for its use

I'm good at organizing details and creating plans

I'm good at motivating people

I'm good at planning events and giving parties

I have a great network (of other funders, volunteers, community leaders, nonprofit leaders) that I am willing to tap for a nonprofit

I'm good with financial information and can help with budgets

I like to fundraise for nonprofits

I can translate/interpret multiple languages

I have time and/or professional expertise to volunteer the services that the nonprofit provides to its clients (*medicine, social work, education, legal advice, food/shelter distribution*)

Another great resource on this topic is The Center for Effective Philanthropy's report, "More Than Money: Making a Difference with Assistance beyond the Grant."

A Few Words of Caution

Be sensitive both to what organizations really need and to the power dynamics inherent in your offer to volunteer. Some organizations may feel obligated to accept your offers of non-financial assistance because you are "the funder." Others may assume (and even you may assume) that you have more to offer than you actually do. For example, your job as a tax lawyer may not really qualify you to advise an organization on HR law; or the fact that you work in financial services may not mean that you can also manage a nonprofit budget or write a business plan. Make

sure there's a good fit between what you have to offer and what an organization really needs, and establish as much of an honest, open dialogue with the organization as possible.

Finally, make sure that you actually have the time to do what you promise to do. Volunteering often falls to the bottom of the priority list when work and life get busy. Remember that an organization is relying on your promise to help, and be honest with them if you can't fulfill your commitments.