

Connecting Donors with Community Priorities

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Why This Matters

Community foundations help generosity work harder. By sharing trusted, place-based insight about community wellbeing, we connect donor intention with real, local priorities. This ensures giving is informed, relevant, and impactful.

What It Means

Connecting donors with community priorities is about bridging values and need:

- Listening to community voice, data, and lived experience
- Listening to donor motivations and hopes for their community
- Finding alignment and inviting collective action

It's not about directing donors—it's about grounding generosity in community knowledge.

Our Unique Role

Community foundations are stewards of community understanding. We bring:

- Long-term, place-based insight
- Relationships across donors, nonprofits, and partners
- A systems-level view of community wellbeing
- Trusted stewardship

Community knowledge is our advantage, and a responsibility we share with donors.

Putting It into Practice

- Clarify and name community priorities
- Listen deeply to donor values
- Translate insight into clear, accessible stories
- Invite participation and shared learning
- Report back on impact to build trust and ongoing generosity

The Impact

When donors understand community priorities:

- Giving aligns with areas of greatest need
- Trust and engagement deepen
- Generosity becomes sustained and strategic

This is how personal generosity becomes community progress.

Putting this into action

Reflect on:

- What community knowledge could we share more clearly?
- Where can we better connect donor values with community priorities?
- What is one action we can take next?