Seven Faces of Philanthropy Writing
Example
**An example of writing to two different faces of Philanthropy. Subject: Renovations to Old Main, UA’s most prized building**

**To an Altruist:**

The renovation will ensure that Old Main remains a vital student hub on campus. The building has always been where students create memories that last a lifetime, whether relaxing on the veranda, playing Frisbee next to the fountain, or attending a post-football game celebration. Built in 1891, Old Main is the second oldest public building in the state, after the San Xavier Mission—and as such, it has significant historical value and continues to stand as a premier example of desert architecture. The proposed renovations will honor these historical elements.

...Students will again have a place to define themselves and create identities as Wildcats. Old Main won’t just house student service offices: it will act as a physical reminder of our tried and tested history—giving us confidence to launch into the educational future. Old Main is the University’s symbolic heart—so let’s make it beat again.

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**To an Investor:**

The renovation will ensure that the University remains on the forefront of education and research, producing graduates prepared to innovate the local community through policy and commerce. President Hart’s new office, conference, and meeting rooms will be located in the New Old Main, centralizing the University’s administration in a modernized and appropriately prestigious setting fit to entertain dignitaries, heads of state, and other University leaders, like you. This is where UA leaders will chart the University’s future, make key decisions, reach out to community leaders, and set the foundations necessary to innovate education and research in science, business, and other vital fields.

...With your gift, the proposed renovations will ensure that the building physically embodies the already established prestige of the University—enabling more community leaders to access to what the University has to offer.
What is different?

Lack of any nostalgic/student memory appeal in the Investor version

Lack of “unifying culture” in the Investor version

Lack of office and community innovation in the Altruist version

Investor version briefly associates the donor with University leaders—the Altruist version does not.

Notice the lack of history’s significance in the Investor version

Altruist version OM is a student hub: in the Investor version, a center for innovations in research and education

In the original, the Investor version is longer than the Altruist version.

In the original, students in the Altruist version are “creating identities.” In the Investor version they are “Innovating local commerce.”

Notice that the Altruist version inspirationally compares OM to a heart. The Investor version does not.