

# Fund for Artists Donor Motivation Study Preliminary Research Highlights

Donors are motivated by their connection to your work, as well as their basic values. Understanding those connection points and values, and developing your ability to tell your story from a value-based perspective, can help you build stronger relationships with donors and participants.

Donors become engaged via four connection points:

1. A **personal relationship** with the artist or someone in the organization;
2. A **passion** for the art form or medium;
3. An emotional or intellectual **connection to the subject matter** or issue;
4. A connection to the **culture or community** involved in the project.

Five primary values motivate arts donors:

1. **Localism** - a focus on community, individual artists and access to art outside of existing institutional structures;
2. **Humanism** - valuing social goods, a sense of responsibility to the community and interest in cultural pluralism;
3. **Distinction** - focus on world class and renowned artists and art works;
4. **Bonding** - focus on beliefs and practices that connect people;
5. **Progressivism** - valuing individualism and cutting edge art and ideas.

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