

The Maverick Philanthropist:

How To Make a BIG Impact for a Small Price

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BIG Impacts Come in SMALL Increments!

Table of Contents

- **Introduction:** *Who IS the Maverick Philanthropist?*
- **Part 1:** *You, Too, Can Be a Philanthropist*
- **Part 2:** *Breaking Down the Budget Barrier*
- **Part 3:** *Taking the First Step – Deciding How Much to Give*
- **Conclusion:** *Spreading the Maverick Philanthropist Message*

Introduction:

Who IS the Maverick Philanthropist?

When we think of mavericks, it's usually not in the realm of the financial.

You've got your movie mavericks, like director James Cameron, who took over a decade to make what was arguably the most expensive movie in history – amidst much fan and industry speculation – and turned out directing what is now the most profitable movie in history (not to mention one of the most critically-acclaimed).

You've got your political mavericks, like Barack Obama, who few people had even heard of before he began his atypical presidential campaign, garnering social media to not only fund a significant portion of his political activities but also urge young and undercounted voters to lead him to victory.

You even have your sports mavericks, like Shaun White who, with his small stature and rock star lifestyle is not only a world-class athlete and Olympic medal winner, but also an inspiration to millions of young people who might never chosen to be athletes without his influence.

But the financial world has often been seen as boring and stale, with men and women dressed in suits, crunching numbers and doing backdoor deals to quietly amass millions; nothing maverick or revolutionary about that, right?

Until now:

The Maverick Philanthropist

I bet you never thought of yourself as a philanthropist before, but what if I told you that, for as little as \$5,000 in annual donations, you could be what I call a “maverick” philanthropist?

That’s right; there’s a new breed of philanthropists in town, and they’re doing BIG things; just in smaller amounts. How small? A maverick philanthropist is one who contributes \$5,000 to \$50,000 annually.

What I find so inspiring about maverick philanthropists is that they come from all walks of life, all age groups, and are still managing to make a huge impact on society as a whole.

They want to impact change, make more risk-taking grants that leverage greater change than the size of their donation and want to provide non-profits with support that not only improves lives – but inspires systemic change.

They're not necessarily rich and although their financial contributions are smaller, they are intent on having a BIG impact. In fact, small donors make up the largest segment of the donor pool, but receive very little (if any) recognition. They are, in my opinion, the unsung heroes of philanthropy. I hope, through this book, to change all that. I also hope to inform YOU about the possibility of becoming the next maverick philanthropist; what it is, how it works and helping you determine how much you can afford to give.

So, who am I and what do I know about being a maverick philanthropist?

My name is Michael Chatman and I have made a career out of providing responsible, effective and appropriate strategies for philanthropists just like you. As the founder of the Association of Maverick Philanthropists, a national organization for small philanthropists giving up to \$50,000 annually to bring about social change in their local communities, this book is a natural outcome of my long experience in corporate philanthropy, strategic philanthropy and next generation charitable investing.

Rich Young Ruler, another organization I started, is a peer-to-peer consulting firm, which provides coaching services and market intelligence to next generation philanthropists (21 to 40 years old) with financial wealth to use their philanthropic power to invest in reputable charitable organizations and causes to achieve maximum impact.

As a seminar leader and conference keynote speaker in the field of philanthropy, I have spoken to 25,000 next generation philanthropists from families with household net worth \$10 million and \$100 million.

In my new eBook, *The Maverick Philanthropist*, I want to help philanthropists of any age learn more about how to give in a way that is personal – and appropriate – for them. Be it \$5,000, \$15,000 or \$50,000, the three parts of this book will help you learn more about becoming *The Maverick Philanthropist* and, in the process, learn more about yourself:

- In **Part 1: *You CAN Be a Maverick Philanthropist***, we'll talk about the new and exciting ways some of my clients are participating in maverick philanthropy, which I think you'll find pleasantly surprising because they are things you and I can do every day – on a fairly small scale – and still make a huge impact. So much about being a maverick philanthropist is exciting, and a lot of that excitement has been captured in this first section.
- In **Part 2: *Breaking Down the Budget Barrier***, we'll discuss how your budget really IS no longer a barrier to becoming a maverick philanthropist. In this section we'll talk about a new trend called micro-philanthropy, which posits the question, “Which is better; one person donating \$50,000 or 10 people donating \$5,000?” I'll try to answer that question in a way that is personal for you and help you make some budgetary decisions so you'll know how much of a maverick philanthropist you can be!

- Finally, in **Part 3: *Taking the First Step – Deciding How Much to Give***, we'll outline why it's so important to give in a way that is personal and unique to your own *Maverick Philanthropy* needs. Giving requires a commitment that is realistic and affordable to you, but I'm confident that after reading this final section you will be prepared to give in a way that is meaningful – and affordable – for you.

Regardless of how you give, how much and to whom, congratulations on becoming – or at least wanting to become – a Maverick Philanthropist. Now more than ever the world needs qualified, passionate and personal givers, and reading this eBook signifies a determined step in that direction.

I hope it's refreshing to finally realize that you don't have to be a Bill Gates, a Bono or a Buffett to impact the world around you. Whether it's a local foundation right down the block, a state university in need of funds or a national – even global – organization, whoever you choose to impact – and how much – will always be grateful!

Part 1:

You, Too, Can Be a Philanthropist

For many of us, the word “philanthropist” brings up images of millionaires, even billionaires, men and women who have amassed so much money that giving some away seems only natural.

Business titans.

Famous family names.

Celebrities.

Politicians.

Royalty.

CEOs.

Entrepreneurs.

Inventors.

But the world is changing, times are different now and people who want to give don't want to wait until they've amassed millions to do so. Enter the maverick

philanthropist, a person who doesn't have to wait to give a certain percentage of his annual income – say, between \$5,000 and \$50,000 – to become a philanthropist sooner rather than later.

What does it take to become a maverick philanthropist?

I'm glad you asked:

The 3 Traits of the Maverick Philanthropist

In my experience running the Association of Maverick Philanthropists, most maverick philanthropists share the following three traits:

- 1.) **Desire:** To give, no matter what the amount of money you're giving, requires a certain amount of desire. Let me be pretty frank here: it actually requires a whole lot of desire! Giving can be frustrating, and the more you give, the more hands will pop out of nowhere, so it's important to keep a clear focus and not let your desire wane simply because human nature turns the act of giving into the business of receiving. By choosing your charities wisely, you will find the right "match" for your personality, passion and amount of gift, and when that happens, the maverick philanthropist truly shines!

2.) **Decisions:** Giving requires some pretty significant decision-making skills, so be sure that you can be clear and concise about who you want to give to, why and exactly how much. Having firm plans in place as you start the giving process will assure that you align with an organization, charity, school or fund that matches your maverick philanthropist philosophy.

3.) **Due diligence:** It's not enough to merely want to give; that's only a part of philanthropy. Truly giving – of your time, your energy and certainly your money – requires research, exploration and attention to detail. I call it “due diligence,” and I'm not alone; many of my clients find that giving is, indeed, almost like a second job! But don't be too scared; folks like myself can help you achieve your goals as a maverick philanthropist, whether it's giving \$5,000 a year or 50 grand.

Are YOU a Maverick Philanthropist?

Do you have what it takes to be a maverick philanthropist? Answer the following five questions to find out:

1.) ***Have you been considering becoming a philanthropist for quite some time?***

Most of my clients have been wanting to give for years, but only just now realize that you don't have to be a millionaire to do so!

2.) ***Do you feel anxious and like time is wasting before you can start giving?***

Many maverick philanthropists are eager to give and find the limits of many philanthropic organizations frustrating. If you're anxious, eager and burning to give, you just might be a maverick philanthropist!

3.) ***Do you wish you had more money to be a philanthropist?*** What makes

maverick philanthropists so "maverick" is that they want more money to give, but realize they can be doing good not just after they amass great wealth, but while amassing great wealth – or even amassing conservative wealth. Maverick philanthropists want to give, period, and the sooner they can get started, the better!

4.) ***Do you have a charity, foundation, school or organization already in mind?***

Although it's not a prerequisite, most maverick philanthropists want to give to a specific cause for a specific reason. In fact, many of my clients come to me with a clear picture of who they want to give to, why and even how much.

5.) *Are you unwilling to wait and want to start giving NOW?* The trust test of a maverick philanthropist is whether or not they are unwilling to wait to give any longer. What does it take for a client to come in, someone on the youngish side who only makes \$40,000 or \$50,000 a year and give 10% of his or her annual income to charity? It takes saying, “I’m ready to give and I’m not going to wait another day!” Does this sound familiar? Then you could just be a maverick philanthropist!

Parting Words About the Maverick Philanthropist

This section has been all about introducing the maverick philanthropist philosophy. We started with the three traits of maverick philanthropists, which I think you’ll find you have if you’re reading this book!

I followed that up with a simple, brief, but illustrative questionnaire that hones in on what it means to be a maverick philanthropist, and I’m sure you’ll agree that an unwillingness to wait on giving is one of the prime factors that differentiates a regular philanthropist from a maverick philanthropist.

Finally, I hope by now you realize that you don’t have to wait to give any longer; anyone can be a maverick philanthropist, and in the remaining two sections of how book I won’t just show you why, I’ll show you how!

Part 2:

Breaking Down the Budget Barrier

Imagine you've wanted a 54-inch TV for years but, every time you checked the prices at your local Best Buy or Wal-Mart store, the sticker shock was way beyond your budget.

Now what if you opened up the paper one day and saw the price of a brand new 54-inch TV had just been drastically reduced, not by 25% or even 50%, but by 75%?!? You'd run right out and buy that TV before they were sold out, wouldn't you?

Welcome to the world of Maverick Philanthropy, where people don't give billions, or millions, or even hundreds of thousands to qualify as philanthropists, but where people just like you and me give between \$5,000 and \$50,000 to begin making charitable donations right now, today!

It's All in the Budget

A colleague of mine recently opened a savings account where every time he uses his check card, the bank transfers one dollar into an interest-earning savings account on his behalf. While at first he was hesitant about what this might “cost” him, now he makes a game of spending differently so that the transfer doesn’t actually “cost” him anything.

For instance, if he’s using his check card at the grocery store, he makes sure to spend one dollar less so that the transfer balances out. So he may buy one dollar less of grapes, or skip the bottle of iced coffee for the ride home or buy a head of lettuce instead of bagged lettuce, etc.

If he’s using his check card at the gas station, he gets the medium grade gasoline instead of the high-grade, if he’s using it at the movie he gets a small popcorn instead of a medium, etc.

The point is, this single dollar transfer has been a great lesson in budgeting for him, and a forced way to save even when he didn’t think he could afford it in the first place. The truth is we can all find money, even when our budget is stretched thin.

Even if you’re making \$300,000 a year, you often spend \$400,000, which makes being a philanthropist at any level challenging. How are you going to carve out \$50,000, \$25,000, \$10,000 or even \$5,000 to become a philanthropist if you’re upside down in your house and maxed out on your credit cards?

The goal is careful planning and even more careful forethought. If you decide, today, while reading this book that becoming a Maverick Philanthropist is, in fact, within your means, then that's all the more reason to start planning today, while reading this book, on how to get there financially speaking.

Hopefully, this book is your starting line!

Parting Words About Budgeting

It's hard to rectify the word "budgeting" with "philanthropy," but Maverick Philanthropists know if they want to start contributing sooner rather than later, they have to be realistic about both how much they **want to contribute** and how much **they can afford**.

Fortunately, our third and final section helps you come to a reasonable number between want and can:

Part 3:

Taking the First Step – Deciding How Much to Give

Congratulations on your decision to join the ranks of the Maverick Philanthropists. There couldn't be a better time to give, as so many are currently in need. Now more than ever, schools, colleges, foundations, hospitals and charities need your valuable contributions to help spread the wealth to those in need.

Whatever your reason for giving, I thank you; and those organizations in need thank you. Our goal in this chapter is to help you feel comfortable with a level of giving that feels right for you.

Those who try to give too much, too soon, often end up “burned out” on more than one level, so take this opportunity to feel around for yourself until you're comfortable at one of what I call The 3 Levels of Maverick Philanthropy:

The 3 Levels of Maverick Philanthropy

Philanthropy comes in all shapes and sizes, and in this section I'd like to talk about the three levels of Maverick Philanthropy:

1. **Gold Level:** \$30,000 to \$50,000 in annual donations
2. **Silver Level:** \$11,000 to \$29,000 in annual donations
3. **Bronze Level:** \$5,000 to \$10,000 in annual donations

Taking the Gold: *High Expectations*

If you desire to contribute \$30,000 to \$50,000 per year in charitable donations, you would be considered a gold level donor. I always encourage my clients to start where it feels comfortable for them, and not just which sounds better, so consider carefully if you are actually ready to “take the gold.”

Ask yourself:

- *Can I afford this level of giving?*
- *Where will the money come from?*
- *Will it affect my own savings or retirement plans?*
- *Will it affect the plans I have for giving to my own children?*

If you can answer these questions thoroughly, happily and to your satisfaction, you might be a gold level donor.

There's Nothing Like Silver: *Philanthropy for the Mid-Level*

Our next level of giving is considered the “silver” level, for those wishing to contribute between \$11,000 and \$29,000 per year. Frankly, this is where most of my clients fall in the giving range.

For many of them, this is the amount of money it might cost to pursue a hobby, such as coin collecting or hunting, or even buying a new boat or taking up water-skiing. They reason that if they're comfortable enough to pursue such hobbies, they are in a place to begin giving.

However, if you are still teetering between the silver and bronze levels, always go in favor of the lower level of giving. This way if you feel more and more comfortable at the bronze level, you can always move up, and it won't feel as challenging as moving down.

There's No Shame in Taking the Bronze: *Philanthropy for All Shapes and Sizes*

Finally, we arrive at the bronze level of giving, for contributors who want to donate between \$5,000 and \$10,000 per year. I have a lot of young professionals in this category, or businesspeople who have finally started earning a profit and want to help give back to their community or increase their level of Corporate Social Responsibility, or CSR.

For many, the bronze level of giving is comparable to how much they spend on entertainment per year, or a new car. Bronze level givers are often very enthusiastic about their choice because they are happy to be giving sooner rather than more. I love this attitude, and typically anyone who walks into my office leaves with the message I like to share with them: “Start with bronze today and you can always move up tomorrow.”

This lets people know that no level of giving is any better than the other, but that the level of giving that is right, feels comfortable and doesn't wreak havoc on your budget is the right one for you!

Parting Words About Taking the First Step

Becoming a Maverick Philanthropist is a big decision; even for my wealthiest clients, a sacrifice is always a sacrifice. Finding \$5,000 or \$10,000 or \$20,000 or even \$50,000 to give away is no small matter, regardless of your income; but for those you reading this book it is obviously important to you, and becoming a Maverick Philanthropist is a great way to begin contributing regardless of age, religion or even income.

It is my belief that if we really dig deep, everyone could become a Maverick Philanthropist at some point. My hope is that more and more people will share our philosophy, and that soon this so-called “revolutionary” term of Maverick Philanthropy will one day be a household term!

Conclusion:

Spreading the Maverick Philanthropist Message

Now that you feel the freedom to be a Maverick Philanthropist, why not spread the word? Most people hear the word “philanthropist” and are scared off by the high price tag; we both know that’s not the case anymore.

Part of my job is helping people with limited budgets “do more with less.” I enjoy my job, because the more people who hear my message, the more good that gets done in the world of charitable donations, grants, foundations and philanthropy.

Chances are you picked this book up because you were ready to give, and hoped you wouldn’t have to wait until your first million to do so! Aren’t you relieved to hear that, even with your current income and expenses, you can start giving... today?

Think how many people are out there right now, today, hesitant and unaware as you were before you picked up this book. I can’t be everywhere, spreading the message all the time; I need help!

That's where you come in. I need you to let others know that they, too, can be Maverick Philanthropists. Your friends, your family, your neighbors, your co-workers, your friends, your mentors, your students, everyone and anyone you know with a giving heart can start giving today – if only you'll help spread the word.

Think of it this way: you are already poised to give, and give big, as a Maverick Philanthropist. For every person you tell about this wonderful new way to give, you will be giving twice as much because they will start giving, too. It's like literally doubling your contribution because not only are you giving, but now so is your spouse, your roommate, your buddy, your coworker – your Mom! In fact, the more people you tell, the more people start giving.

And really, isn't that what it's all about?

Start your journey in exponential giving today; tell someone about the Maverick Philanthropist philosophy or, better yet, tell them to come see me – I'll tell them for you!

About the Author:

Michael Chatman



Michael Chatman is founder of Celebrity Philanthropy Agency, a natural outcome of his long experience in corporate philanthropy, strategic philanthropy and next generation charitable investing.

He founded Association of Maverick Philanthropists, a national organization for small philanthropists giving up to \$50,000 annually to bring about social change in their local communities.

Rich Young Ruler, another organization started by Michael Chatman, is a peer-to-peer consulting firm, which provides coaching services and market intelligence to next generation philanthropists (21 to 40 years old) with financial wealth to use their

philanthropic power to invest in reputable charitable organizations and causes to achieve maximum impact.

As a seminar leader and conference keynote speaker in the field of philanthropy, he has spoken to 25,000 next generation philanthropists from families with household net worth \$10 million and \$100 million.

Previously, he was a concert promoter for Seven Figures, Incorporated, overseeing a multi-million dollar corporate sponsorship budget and working with the nation's top music artists, bands and celebrities.

Anheuser-Busch Companies hired Michael through his foundation (Michael Chatman Foundation) as a company spokesperson to help to reduce underage drinking and promote responsible drinking. This partnership resulted in Michael speaking to more than three million high school and college students in all 50 states in the United States.

Michael received a Bachelors of Arts in Political Science with an emphasis in public speaking and persuasive communication from Missouri State University; and received a Post Graduate Certificate in Entrepreneurship with an emphasis in launching new ventures and for-profit social enterprise from Harvard Business School.