



Giving 2.0: Transform Your Giving and Our World

Laura Arrillaga-Andreessen

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Gold Medal Winner; Philanthropy, Charities, and Nonprofits; 2012 Axiom Business Book Awards

Giving 2.0 is the ultimate resource for anyone navigating the seemingly infinite ways one can give. The future of philanthropy is far more than just writing a check, and *Giving 2.0* shows how individuals of every age and income level can harness the power of technology, collaboration, innovation, advocacy, and social entrepreneurship to take their giving to the next level and beyond.

Major gifts may dominate headlines, but the majority of giving still comes from individual households—ordinary people with extraordinary generosity. Even in 2009, at a time of deep recession, individual giving averaged almost \$2,000 per household and drove 82% of the \$300 billion donated that same year. Based on her vast experience as a philanthropist, academic, volunteer, and social innovator, Arrillaga-Andreessen shares the most effective techniques she herself pilots and studies and a vast portfolio of lessons learned during her lifetime of giving. Featuring dozens of stories on innovative and powerful methods of how individuals give time, money, and expertise—whether volunteering and fundraising, leveraging technology and social media, starting a giving circle, fund, foundation, or advocacy group, or aspiring to create greater social impact—*Giving 2.0* shows readers how they can renew, improve, and expand their giving and reach their fullest potential.

A practical, entertaining, and inspiring call to action, *Giving 2.0* is an indispensable tool for anyone passionate about creating change in our world.

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