

Giving Pledge Letters

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Background

- The Giving Pledge was created by Warren Buffet and Bill and Melinda Gates in 2010
- The Giving Pledge is a vow to donate 50% of your wealth to philanthropy
- The Giving Pledge Letters are written commitments to donate and usually include personal values and intended charities
- These letters reveal communication style, philanthropic motivations, and strategies for giving
- Our research shows the specific details about the Giving Pledge Letters and how they compare
- The goal is for these letters to inspire other individuals to get involved in philanthropy

Research Question

- RQ1: What are the philanthropy goals of entrepreneurs in the Giving Pledge Letters?
- RQ2: How do the entrepreneurs communication styles compare in the Giving Pledge Letters?

Methods

- Qualtrics
 - Original questionnaire developed to compare similarities and differences found throughout the letters

Future Steps

- Finish qualtrics forms
- Run diagnostic on data

References

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- “Who Has Taken the Pledge.” The Giving Pledge, 28 May 2025, www.givingpledge.org/who-has-taken-the-pledge/

