MEDIA KIT

# Restoring the Joy of Generosity

*Why Millions of Americans Stopped Giving, and How Everyday Giving Can Flourish Again*

**Derric Bakker** · Foreword by Cherian Koshy, author of *Neurogiving*


| FORMAT | EXTENT | ISBN | PUBLISHER |
|---|---|---|---|
| Hardcover | 194 pages | 979-8-9946020-3-4 | Better Way Press |


## BOOK OVERVIEW

### Something has happened to generosity in America.

Millions of everyday Americans who once gave to nonprofit organizations no longer do. It would be easy to conclude that we've become less generous – that economic pressure, political division, declining trust, and the fraying of community life have left us less able or willing to care for one another. But what if that conclusion is wrong?

In *Restoring the Joy of Generosity*, Derric Bakker makes the case that it is. Drawing on research, real-world stories, and more than three decades of observing generosity firsthand, he contends that generosity is still very much alive – and that the real problem may lie in the way people are experiencing giving today.

## WHAT IS JOY?

### Sometimes you find joy in places happiness won't go.

Joy is more than happiness or a fleeting good feeling. It's something deeper – that profound sense of fulfillment that arises from within us when we're living life at its best.

## INSIDE, YOU'LL DISCOVER

Why fewer Americans giving doesn't mean fewer Americans care.
What research reveals about why generosity feels good, even when it costs us something.
The Seven Sources of Joy.
Why donors drift away and how organizations can win them back.

## EARLY ENDORSEMENTS

> *"Americans haven't stopped caring. They've changed how they give. Derric Bakker's Restoring the Joy of Generosity is a much-needed wake-up call to rethink how we engage donors, rediscover human connection, and unleash a tsunami of generosity that could transform our country."*
>
> Nick Black, Founder & CEO, GoodUnited; Co-Founder, Stop Soldier Suicide

> *"At a time when fewer Americans are giving, this book asks an important question: How can we grow more generous people? The answer Derric Bakker provides is deeply human: Show people the good they helped make possible, and help them rediscover the joy of giving."*
>
> Russell James, Professor of Charitable Financial Planning, Texas Tech University

## THE NINE CHAPTERS

1 Two Journeys
2 America's Other Revolutionary Idea
3 Why Millions of Americans Stopped Giving
4 The Hamster Wheel
5 The Curious Economics of Generosity
6 Unreasonable Joy
7 The Seven Sources of Joy
8 How Everyday Giving Can Flourish Again
9 Generosity's Greatest Gift

## THE SEVEN SOURCES OF JOY

**Devotion**
Giving is how I put my beliefs into action.

**Identity**
This is who I am. This is what I do.

**Doing Good**
I feel for others and want to help.

**Meaning**
My life has purpose.

**Gratitude**
I give because I received.

**Recognition**
I am important.

**Belonging**
I am part of something bigger than me.

## ABOUT THE AUTHOR



Derric Bakker has spent more than thirty years exploring what inspires people to give and what generosity makes possible. He is the founder and CEO of DickersonBakker, a nationally recognized firm that helps nonprofits grow and thrive.

He has worked alongside hundreds of organizations and thousands of donors, giving him a front-row seat to the role generosity plays in people's lives, communities, and society.

Derric is the author of the #1 best-selling *A Better Way to Fundraise* and hosts the Better Way Nonprofit Podcast.

## DISCUSSION GUIDES

Two free guides are available with bulk orders: a single-session discussion guide for boards and leadership teams, and a chapter-by-chapter field guide for teams and book clubs.

## WHAT READERS ARE SAYING

> *"In a sector increasingly focused on metrics, results, and new technology, Derric Bakker reminds us of something essential: generosity is about people, not transactions. Restoring the Joy of Generosity challenges nonprofit leaders to rethink how we invite people into giving, and, most importantly, offers a clear strategy for a better way forward."*
>
> Meghan Speer, Executive Director, Nonprofit Hub

## IN THIS KIT

**restoring-joy-overview.pdf** This two-page book overview.
**derric-bakker-headshot.png** Author portrait, 1182 × 1331 px.
**restoring-joy-hardcover-white.png** Book mockup on white, 1254 × 1254 px.
**restoring-joy-hardcover-transparent.png** Book mockup with a transparent background, 1254 × 1254 px.
**README.txt** Contents and usage notes.

## INTERVIEWS, SPEAKING AND PRESS

Requests are welcomed through betterwaychampions.org, where the Better Way Nonprofit Podcast is also available.