

large scale or with so many actors that they will seldom know whether any one person’s contribution made a difference.

As an example, if you have an activist mindset, you might support grassroots movements against incarceration and mobilize against prosecutors running for election on “tough on crime” platforms. These are risky long shots and you may make enemies, but such efforts can have big consequences.

Or you might prefer approaches that have clearer and more measurable outcomes, such as programs to prevent recidivism. Or you might believe that we need to understand more about what’s causing over-incarceration and about the effects on crime if incarceration is reduced—and therefore would be willing to put money into research.

## Approaches Chart

	DIRECT SERVICE PROVISION	RESEARCH AND KNOWLEDGE DEVELOPMENT	POLICY, MINDSET, AND SYSTEMS CHANGE	PRIZES
Likelihood of Success	High	Varies, depending on project scope	Varies, depending on project scope	Depends on how high a bar
Timeline	Short term	Long term	Long term	Typically several years
Visibility of Results	High	Seldom	High	High
Systemic Change	No	Not usually	Yes	Not usually

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# GUIDE

TO EFFECTIVE PHILANTHROPY

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