Inspiring Generosity that Transforms Lives:

Nurturing a Culture of Philanthropy

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Objectives

- Understand what philanthropy IS and ISN'T
- Define the core to establishing your culture of philanthropy
- Identify the elements of an effective philanthropic environment or culture
- Explore ways to continually cultivate this culture for improved fundraising performance
- Understand how a mature culture improves your organization's potential for transformative gifts

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What is Philanthropy?

Philanthropy means "love for humankind"

It is a voluntary action to benefit others –giving of time and money

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What Philanthropy IS NOT:

- The 2-3% of operating dollars that is generated from fundraising efforts

- The Return On your Investment (ROI) from your fundraising program including staff

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Why Do Your Donors Give?

Participate in this survey:

Go to www.menti.com and use the code
82 42 83

www.mentimeter.com

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Creating a Culture of Philanthropy

- Linking philanthropy to your strategic vision/plan is key to nurturing a culture that encourages philanthropy

OUR MISSION

Creating a Culture of Philanthropy

- Values drive
- Long term investment
- Work through your stakeholder groups from the "inside out"
- Relationship versus Transactional

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Creating a Culture of Philanthropy

Philanthropy helps Define Your Non Profit Difference

- Demonstrates the value your organization adds to your community

- Defines the benefits your organization provides to individuals and families

- Illustrates "outcomes" versus "outputs"

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What Would Happen If You Weren't There?

- What is your faith based non profit difference?
- Develop communication that explains these details
- Help others understand your value
- Engage all stakeholders with these messages

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What If Philanthropy Dollars Weren't There?

- Use this conversation as a springboard for interaction

- Have examples of how it would affect your organization

wikiHow to Stop Saying "I Don't Know"

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Donor Centered Thinking & Actions

- The Donor is valued as an individual

- We are in relationship with this person

- Donor loyalty is recognized and celebrated

Develop Culture from the "Inside Out"

- Board, key staff, and volunteers provide leadership
- Prioritizing philanthropy as an important function within the organization
- Making their own gifts generous according to their means

PHILANTHROPY
IT TAKES A TEAM

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Creating a Culture of Philanthropy

- Develop strategies to get people involved in your "cause"

- EX: "Abundant Life" is our case at UCH

- Our Employee Giving Campaign responds to the donors needs and our VMV helps solidify their motivation

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What Are the Signs of a Culture of Philanthropy?

- Everyone supports the needs and talks about the opportunities for giving

- Realistic goals are established so philanthropy is achievable

- Use real stories to build success and ensure confidence

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Good Outcomes Are An Example of a Mature Culture

- **Board giving** with leadership gifts and 100% participation

- **Executive/leadership giving with leadership gifts** and 100% participation

- **Annual Employee Giving c**ampaigns to ALL staff, focused on 100% participation

- **Annual appeals to ALL stakeholders** with SMART goals for:

    - donor acquisition

    - donor retention

    - moves strategies to increase giving

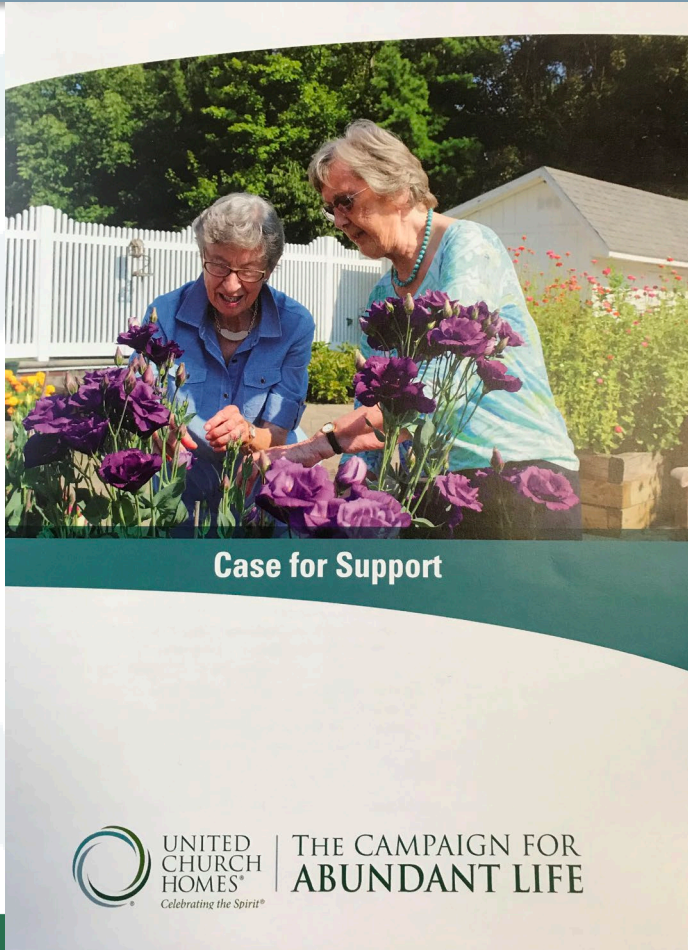   - education about charitable estate planning

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Campaign for Abundant Life

Exploring the Role of Engagement in Philanthropy

"A strong development program is built on relationships.

At the heart of Christian faith is one central, eternal relationship transmitted and sustained by many relationships.

It should follow then that donor relations would be a top priority for Christian organizations, and those relations are likely to be strongest where they center around donors' engagement with the ministry being done"

Growing Giving Hearts
Thomas Jeavons and Rebekah Burch Basinger

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Mature Culture of Philanthropy

Culture of Philanthropy:
Assessing the Culture in Your Organization

Instructions: Read the Assessment Factor then circle the number in the Rating column that relates most closely to where your organization lies along a continuum of moving from having "Fundraising as a Function" (with a score of 1) to having a true "Culture of Philanthropy" (with a score of 5).

ASSESSMENT FACTOR	FUNDRAISING AS A FUNCTION	RATING	CULTURE OF PHILANTHROPY
Asking for Gifts	Requests are based on organizational needs; focused internally	1 2 3 4 5	Requests are based on shared desire of donor & organization to meet community need(s)
Talking about Results	Language is revenue-oriented: budget shortfall, raise X dollars	1 2 3 4 5	Language is donor-oriented: make a difference, have an impact, put your resources to good use
Celebrating Success	Celebrates reaching dollar goals	1 2 3 4 5	Celebrates outcomes/results & the spirit of giving
Fundraising Timeframe	Short-term horizon: this fiscal year	1 2 3 4 5	Long-term horizon: strategic plans & vision, multiple years
Communications	Annual Report includes donor list	1 2 3 4 5	All publications feature donor stories, describe impact, tell how to give
Website	Website has static development information	1 2 3 4 5	Website has online giving, interactive & dynamic content, drives to/from other media
Organization's View of Development	Fundraising is avoided, awkward, stressful	1 2 3 4 5	Philanthropy is modeled by CEO & taught at all staff levels
What Other Staff Know About Development	Management, staff & Board wonder what development is and what development staff does	1 2 3 4 5	Management, staff & Board understand how philanthropy makes a difference
Staff Involvement in Development	Staff & Board hate to fundraise	1 2 3 4 5	Staff & Board refer potential donors, participate in cultivation & stewardship activities, give regularly
CDO's Position in the Organization	CDO occasionally attends management meetings	1 2 3 4 5	CDO reports directly to CEO, is a peer on executive team, attends & presents at Board meetings
Cost of Fundraising	Development is seen as a cost center	1 2 3 4 5	Development is seen as a revenue center, ROI is valued, organization invests in development
Board Involvement in Fundraising	Some Board members give, few (if any) Board members ask for gifts	1 2 3 4 5	100% Board participation in giving & asking (every year)
Transparency	Limited information sharing within organization	1 2 3 4 5	Transparent, open information sharing within and outside organization
Degree of Isolation	Limited contact with other fundraisers	1 2 3 4 5	Networking with peers is encouraged; continuing education is valued
Motivation for Giving	Give until it hurts, "sacrificial" giving	1 2 3 4 5	Give because it feels good, adds meaning

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What is Your Organization's Philanthropy Rating?

Based on the assessment tool questions, what do you think your organization's current culture of philanthropy rating is (with 1 being low to 5 being high)?

Participate in the Survey:
Go to www.menti.com and use the code 82 42 83

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