Creating a Culture of Philanthropy

Presentation for the Association of Fundraising Professionals VA, Hampton Roads Chapter

By

Virginia Thumm, President, Virginia Fundraising Consultants

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Key Objectives

• What is a true culture of philanthropy?
• Why is it important?
• How do you get everyone in your organization involved?
• What are some steps you can implement immediately?
**What is a culture of philanthropy?**

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<th>Philanthropy</th>
<th>Culture</th>
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<td>noun</td>
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<td>1. the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes.</td>
<td>1. a. the set of shared attitudes, values, goals, and practices that characterizes an institution or organization. b. the set of values, conventions, or social practices associated with a particular field, activity, or societal characteristic</td>
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<td>• <em>synonyms</em>: benevolence, generosity, humanitarianism, public-spiritedness, altruism, social conscience, charity, charitableness, brotherly love, fellow feeling, magnanimity, munificence, liberality, largesse, openhandedness, bountifulness, beneficence, unselfishness, humanity, kindness, kindheartedness, compassion; <em>historical almsgiving</em></td>
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<td>&quot;a family noted for its philanthropy&quot;</td>
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What is a Culture of Philanthropy?

• Culture of Philanthropy vs. Culture of Survival
Culture vs. Strategy

Organizational culture eats strategy for breakfast, lunch and dinner
Changing the culture

PYRAMID OF CHANGE

- Work changes
- Changes in duties
- Changes in structure
  - Organization structure
- Behavioral changes
- Cultural changes

- The level of discomfort

Challenging implementation home (not visible)

Easy to implement (visible)

(Stolハン, Rathnakumar, 2000)
Creating A Culture of Philanthropy

Benefits:
- Excitement around philanthropy
- More people engaged
- Increased impact in the community
- Improved donor relations and retention
- Increased involvement of the Board
- Better retention, less burnout of development staff
Does Your Organization Demonstrate a Culture of Philanthropy?

1. Is your organization's CEO/President onboard with fundraising? Excited about fundraising?
2. Does 100% of your Board give annually?
3. Does the majority of your staff give annually?
4. Is fundraising a regular topic in staff/organizational meetings?
5. Do your "VP of First Impressions" and customer service people understand philanthropy?
6. Can the staff recite the organization's impact/elevator speech?
7. Does every staff member have a "development element" in their plan of work?
8. Do 100% of your Board participate in the development process in some way?
9. In interviewing potential Board members, are they informed about their fundraising and giving responsibilities?
10. Is there a report on development at every Board meeting?
11. At public events, do staff (not just development staff) interact with donors, or do they congregate in a group at the sidelines?
12. Is development staff compensated appropriately and given the tools they need?
How to create a Philanthropic Culture

Values:

- Embrace an organization-wide philanthropic mindset
- Everyone believes philanthropy is critical to the mission and is willing to invest in it
- Philanthropy is a core value
How to create a Philanthropic Culture

Communication

- Share donor stories
- Promote value based relationships
- Everyone is an ambassador, communicating how donor relationships affect the organization’s mission and the impact they have
How to create a Philanthropic Culture Participation

Participation

- Everyone plays a role in fundraising activities, ensuring they are meaningful and achieving measurable results.
Sample Philanthropic Statement

**Children’s Theatre of Charlotte** Philanthropic Values Statement

- We embrace our work with passion for our mission, vision and commitment to core values and with an overarching goal to engage the community in our programs—as participants, as advocates and as donors.
- We articulate our story—verbally, in writing and in all materials—with professionalism and enthusiasm.
- We are responsive with donors, participants, prospects and teammates in providing information and creating solutions.
- We conduct our business with the highest degree of integrity, following current best practices in fundraising, from the initial interaction to the stewardship and management of their contribution.
- We take every opportunity to convey heartfelt and genuine appreciation to our donors, acknowledging that when donors begin to feel disconnected, we lose their support.
- We set the standard for valuing the involvement of our patrons by providing exceptional benefits and stewardship to attract and retain donors.
- We remain current on local and national trends in philanthropy and nimble to respond to challenges and opportunities.
- We engage our board and key volunteers in ways that encourage their participation and involvement in the development process.
- We distinguish Children’s Theatre of Charlotte as an organization worthy of investment of time, talent and resources by families, volunteers, foundations and corporations.
How to create a Philanthropic Culture

Share Success

- Everyone is credited for the role they play
Steps to Implement

1. Look in the mirror
2. Change the vocabulary
3. Stress Impact
4. Get everyone on the same page
5. Recognize and celebrate success
6. Make it easy - and fun!
Involve Key Constituencies

✓ CEO
✓ Board
✓ Staff
  ✓ Directors of “First Impressions”
  ✓ Program staff
  ✓ Marketing staff
✓ Volunteers
Embrace the true meaning of Philanthropy

Love of humankind.
Every board member should:

1. Understand and promote the culture of philanthropy.
2. Serve as a philanthropic ambassador within the organization and outside in the community.
3. Give an annual contribution to the best of personal ability. When there are special campaigns, give an additional gift.
4. Cultivate relationships on behalf of and in support of the organization.
5. Help identify and cultivate prospective donors and fundraising volunteers.
6. Participate in some fundraising task(s) every year.
Every staff member should:

1. Understand and promote the culture of philanthropy.
2. Serve as a philanthropic ambassador within the organization and in the community.
3. Help cultivate relationships on behalf of and in support of the organization. This means being sensitive to and aware of others, providing them with quality service, and paying attention to their interests. Most importantly, program staff needs to share stories, particularly with development.
4. Work with development staff to support grant applications and other development activities.
5. (And, organizations should give their staff an opportunity to give a charitable gift.)
6. P.S. And, of course, the CEO and chief development officer must give.
In Summary

Encourage each other to:

• Be a champion and create champions
• Be a leader and create leaders
• Treat each gift as an investment; each donor as an investor
• Be a steward of investments and investors
• Believe in philanthropy: voluntary action for the public good based in shared values
• Market your successes in your community
Contact Info

- Virginia Thumm
- Consultant
- President, Virginia Fundraising Consultants
- 757-377-2822
- virginiat@vafundraising.com
Remember . . .

• People give to you because you MEET needs, not because you HAVE needs

• A gift to your organization is really a gift THROUGH your organization into the community

• Fundraising is not about money; it is about relationships based in shared values
Closing Q & A