



# *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?



phi·lan·thro·py • fə'lanTHrəpē/  
*noun*

1. the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes.
  - *synonyms:* 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; *historical* almsgiving  
"a family noted for its philanthropy"

Culture • cul·ture \ 'kəl-chər \  
*noun*

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

# 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

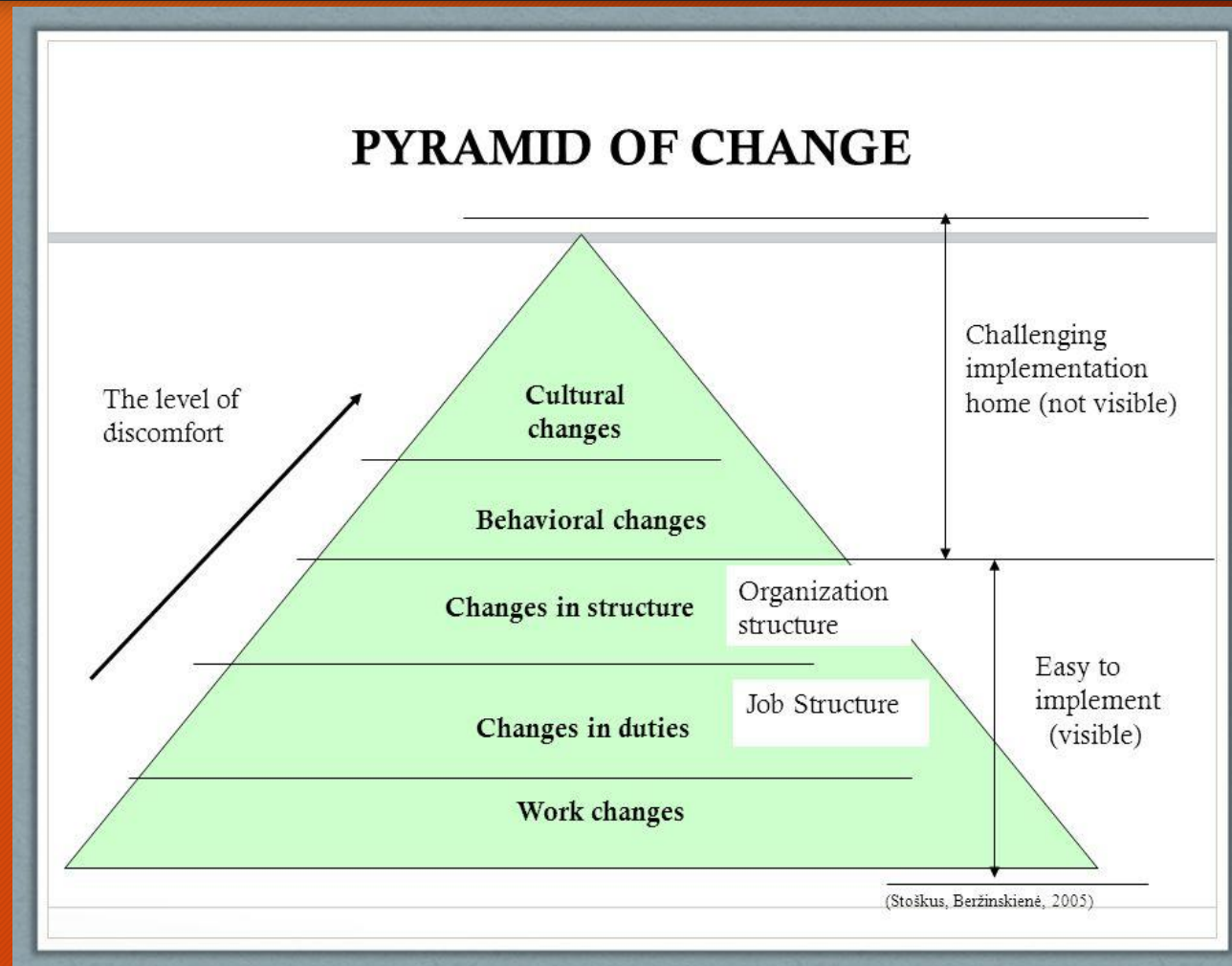


Culture



Strategy

# Changing the culture



# 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?



# Does Your Organization Demonstrate a Culture of Philanthropy (cont.)?



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](mailto: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

