

A CULTURE OF PHILANTHROPY VS. A CULTURE OF FUNDRAISING:

How Your Organization Can Benefit from Knowing the Difference

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Values and Objectives

□ Values

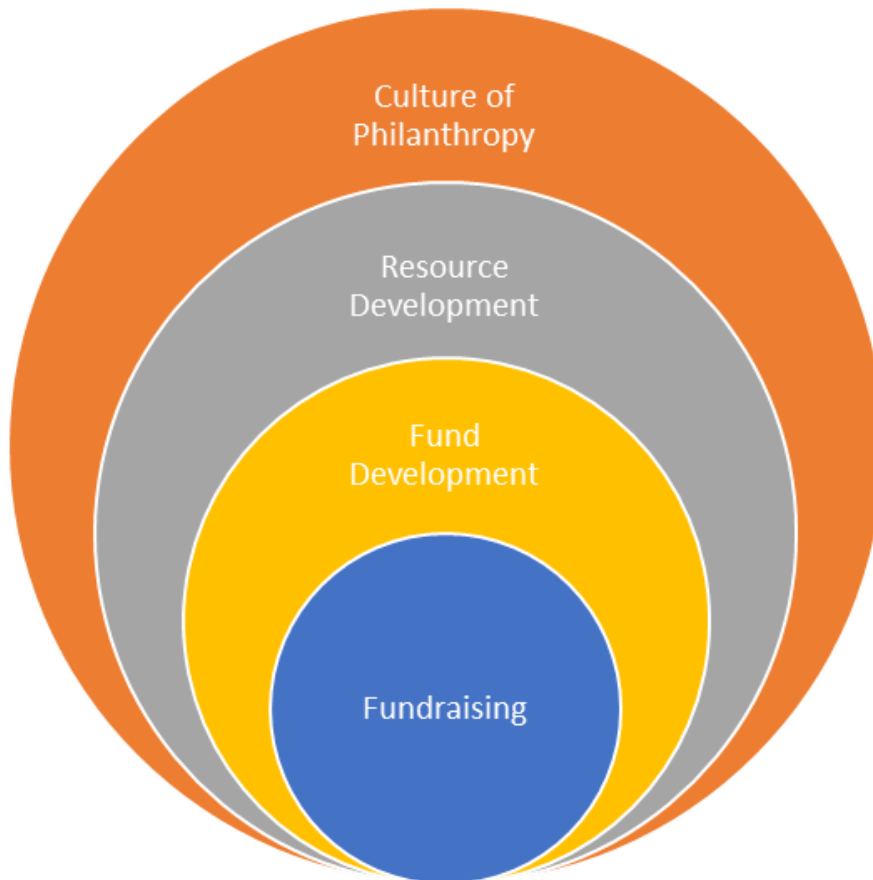
- Wisdom is in the Room
- Input is encouraged
- Workshop, not a lecture



□ Objectives

- Understand the difference between fundraising and philanthropy
- Develop your personal/organizational philanthropic statement
- Understand your leadership responsibilities within this culture
- Begin to develop a Culture of Philanthropy blueprint for your organization

Definitions



- Fundraising
- Fund Development
- Resource Development
- Culture of Philanthropy

Culture

- The beliefs, customs, arts, etc. of a particular society, group, place or time
- A way of thinking, behaving, or working that exists in a place or organization



Culture of Philanthropy

- Most people in the organization act as ambassadors and engage in relationship building
- Everyone promotes philanthropy and can articulate a case for giving
- Fund development is viewed and valued as a mission-aligned program of the organization
- Organizational systems are established to support donors
- The top leader (ED, President) is committed and personally involved in fundraising.



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Characteristics of a “Culture of Philanthropy” Organization



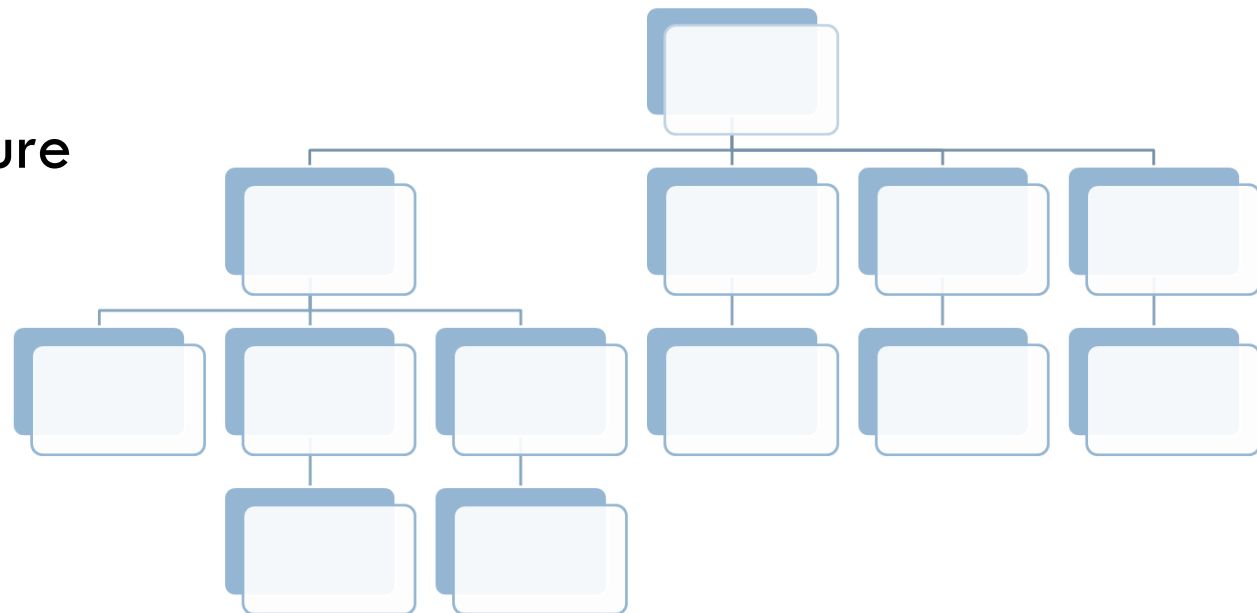
- The organization is donor-centric
- Everyone is able to articulate the case for giving
- Impact stories tell the journey and mission
- Board members are personally invested and financially support

King, J.G. A Culture of Philanthropy: 10 Tips to Ensure Your Organization Has One

Different depending on your organization

- Depending on:
 - Size
 - Structure
 - Constituent/Clients
 - Mission
 - Board Structure

Nonprofit
Nonprofit





How Can you Build a Culture of Philanthropy

Creating your own Definitions

Example 1

I believe that through gifts of financial and voluntary support, our communities will be a stronger place. I will help forward this belief by sharing of my time, knowledge and financial gifts in creative ways and by sharing the joy this provides – and the impact thereof – with those close to me.

Example 2:

Within Organization XYZ, **everyone** helps to forward our mission and provides opportunities for benefactor engagement in a variety of ways. All benefactors of XYZ organization will be recognized for their gifts of time and talent and personally know the impact of his/her support. These are not responsibilities of one person or one department – rather this is an opportunity for each member of XYZ organization to share the impact that philanthropy can have.

Easier Said Than Done...

- High turn over
- Inconsistent success
- Misunderstanding of philanthropy
- Limited Time
- Naysayers



Examples

□ True Culture

- GiveGoodwill
- All Engage in Corporate Sponsorship
- Medical Equipment Loan



□ Lack of Culture

- Misunderstanding the role of stewardship

□ Others?

Building a Culture of Philanthropy

- Are resource development and philanthropy widely understood and valued in the organization?
- Are its fundraising efforts focused on building deep relationships over time, not just asking for money when it's needed?
- Requires more than just encouragement, it requires a change in structure, behavior, belief.
- ***Conclusion: We need to lead our organizations to think, act, and engage differently***

Building a Culture of Philanthropy

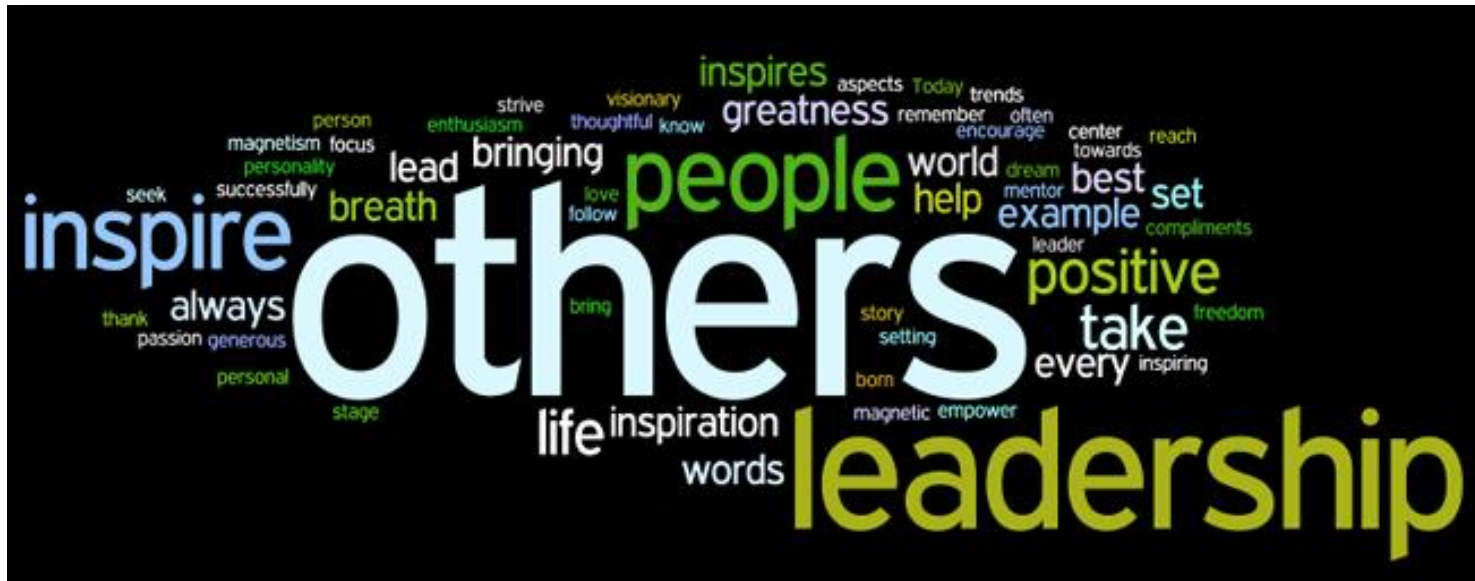
- Need to teach what fundraising is really all about – Seth Godin (<http://bit.ly/OVkOGB>)



1. Asking for money is not all about the money
2. Sharing your passion
3. Don't believe the myth that Money = Power
4. What does it really mean when prospective donors say no

Building a Culture of Philanthropy

- Development Staff Role
- Expect Setbacks
- Developing Outspoken Constituent Base
- Change your Metrics
- Change your Meetings



Metrics...

Motives...

□ Traditional (small circle)

- Attrition rate
- Cost per dollar raised
- Average lifetime value
- Renewals
- # of event attendees
- Response rate
- % of board giving
- Email open rates
- Upgrades/downgrades
- # of face-to-face solicitations
- Email click-through rates
- Net ticket revenue

□ Philanthropic (big picture)

- Attendance at a mission-relevant program/event (graduation)
- Increase connection b/t donor and our work
- Donor and employee satisfaction
- Mission moments for staff, board, donors
- ?

Culture of
Philanthropy

Resource
Development

Fund
Development

Fundraising

Building a Culture of Philanthropy

- Create your Vision –
Write Your Definition
- Lead your Organization
in Defining
- Model Philanthropy
- Believe in What We Do
- Educate and Train
- Be Creative



A Culture of Philanthropy is About:

- People
- Mission
- Language
- Attitude
- Values
- A belief (or change in belief)
- Everyone

phi-lan-thro-pist: noun;
1. One who actively promotes human well-being. 2. You.



Q & A



Thank you!

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