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
Group Discussion

- What do you think of when you hear culture of philanthropy?
- How many of your organizations have a culture of philanthropy?
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.
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
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
- Developing Outspoken Constituent Base
- Change your Meetings
- Expect Setbacks
- Change your Metrics
Metrics...

- 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

Motives...

- 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
  - ?
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

Thank you!

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