Building a Culture of Philanthropy
To Transform Fundraising Success in Your Organization
commit to the extraordinary
How I ‘invite you to be’ to have today’s workshop be Transformative & Extraordinary

We will:
- ★ Have a Willingness to not know/A Growth Mindset
- ★ Participate Fully
- ★ Lean into Vulnerability
- ★ Be Present
- ★ Listen fully
- ★ Give the Benefit of a Doubt
- ★ Ask Clarifying Questions
- ★ Have a Sense of Humor
- ★ Trust the Process
- ★ Own the Success of Today
- ★ Move the Room Forward
- ★ Bring Joy and Possibility to this session!
Purpose: The purpose of this session is to have organizational leaders see the potential in creating a Culture of Philanthropy in their organizations and identify next steps they can take to move this culture change forward.

Intended Results:

★ For participants to understand:
  ★ What a Culture of Philanthropy is
  ★ How cultural norms can enhance or thwart fundraising success
  ★ How a Culture of Philanthropy can be transformational to fundraising success
  ★ That they have the power to make a Culture of Philanthropy present in their organizations

★ For participants to:
  ★ Identify ways to begin to create an organization-wide Culture of Philanthropy
  ★ Identify tools that they can bring back to their organization
Agenda

October 20, 2022
1:00-3:00 pm eastern time

- Welcome
- Context and How We'll Be Together
- Purpose and Intended Results
- Agenda
- Why a Culture of Philanthropy
- What is Philanthropy?
- Culture – Team Approach
- Scarcity/Abundance Thinking and 5 Steps of Fundraising
- The 3 Laws and the Default Future
- 2:00 (approx.) Break 10 minutes
- Using these Concepts how can we integrate them into:
  - Strategic Planning?
  - Board Development?
  - Diversity and Inclusion?
  - Executive Coaching?
- What is next? What will we take away from today?
Time to Do a Little Warm Up!
What is this ‘Culture of Philanthropy’, anyway?
What do most people think of when they hear Philanthropy?
Phil + anthropos = love of human kind
What’s culture?
I’m not sure who discovered water, but I’m pretty sure it wasn’t a fish.

Marshall McLuhan

The bottom line for leaders is if they do not become conscious of the culture in which they are imbedded, those cultures will manage them.

Edgar Schein from Organizational Culture and Leadership
People like us do things like this.

Seth Godin
Noun: cul·ture  /ˈkʌlCHər/

The connective tissue that binds together an organization, including shared values and practices, behavior norms, and most important, the organization’s orientation towards performance.
A Culture of Philanthropy exists when organization-wide attitudes, actions and structures reflect an understanding, respect and responsibility for philanthropy’s role in the success of your organization. This commitment is reflected in the mission and reinforced through continuous engagement of all stakeholders.
Are we being blindsided by a Culture of Scarcity?
How many times a day are we reminded that we need more?
An ordinary person gets an average of 3000 images and messages a day, intended to have us feel dissatisfied, frustrated, and less than adequate.

The Union for Concerned Scientists
Come sluggish. Leave perky.

Cappuccino Blast in 3 NEW flavors
live better now!

Countryside

dream workshop

2 HOURS
to save yourself a lifetime of regrets!
Lighthouse July Board Meeting
by Dan Bouquillon • 6 months ago • Print

Location:
LightHouse Holyoke
208 Race St, Holyoke, MA 01040, USA

All times displayed in America/New York

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Calendar

Ready to transform your capabilities in just one week?

HEAR FROM YOUR PEERS

HARVARD Kennedy School
Executive Education
STAY THIRSTY MY FRIENDS
What are the NEGATIVE cultural conversations we have about MONEY?

I don’t have enough

If I don’t have it, I’m “worthless”

It’s the root of all evil
Be a Scarcity Detective
5 Minute Breakout with Groups of 5
Answer the question:
What is an example of Scarcity Language within your organization or an organization you’ve been involved with?
Or
What is an example of where scarcity shows up in your life?
Law I: How people perform correlates to the way that a situation occurs to them.

Law II: How a situation occurs arises in language.
Default Future: Where is your organization’s future already written?
**Law I:** How people perform correlates to the way that a situation occurs to them.

**Law II:** How a situation occurs arises in language.

**Law III:** Future based (generative) language transforms how situations occur to people.
Credit: Robert Gass and the Social Transformation Project
5 Steps for Effective Individual Donor Fundraising

1. Fundraising Planning – setting clear goals and a course to get there

2. Identifying Prospective Donors – recognizing the individuals who share your commitment throughout your surrounding communities

3. Cultivating and Engaging – building relationships and engaging individuals in your successes and challenges

4. Asking – inviting people to invest their resources to advance your vision

5. Stewarding – thanking people and having them see that their investment in your organization made a difference.

Scarcity Vs. Abundance Thinking
We’ll now take a rejuvenating 10-minute break!
The difference between a **Fact** and **How it Might Occur**

<table>
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<tr>
<th>Fact</th>
<th>How It Might Occur</th>
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<td>We didn’t get the grant that we have gotten for the last 5 years!</td>
<td>★ I’m not a very good fundraiser!</td>
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<td>★ Let’s see what the foundation says about how we can do better!</td>
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<td>We didn’t raise the $1.5 million we need for this year!</td>
<td>★ We’re half-way there! Only ¾ of a million to go!</td>
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<td>★ Let’s do some planning to assure we aren’t so far behind next year!</td>
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UNDERDEVELOPED
A National Study of Challenges Facing Nonprofit Fundraising
Key Findings: Do Any of These Sound Familiar?

- Orgs lack basic fundraising systems & plans
- Fundraising pros expect to leave their jobs – even the profession
- Execs unhappy with their development directors
- Execs say board not engaged in fundraising
- Execs lack skills/knowledge to secure gifts – many just don’t like it
- < 50% of dev directors report strong relationship with the exec
- Dev directors’ influence on key org activities/goals is uneven
- Disconnect between execs and fundraising pros about fundraising culture
The 5 Points of Possibility

1. Culture of Philanthropy is integral to our mission
2. Everyone shares some responsibility for a Culture of Philanthropy
3. We build and maintain deep donor partnerships
4. Community engagement is what we do
5. Every contribution of service, items or money is recognized as philanthropy

Inspired by 2017 Evelyn & Walter Haas Jr. Fund Report: Beyond Fundraising, What does it mean to Build a Culture of Philanthropy? by Cynthia M. Gibson
How can a Culture of Philanthropy impact your strategic plan?

1. Build a Culture of Philanthropy into your Strategic Plan

2. The Leadership Team commits to building a new desired culture by changing their language, behaviors and mindset
Culture Eats
Strategy for
Breakfast
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Culture Change Requires a Team
Engage your board in a Culture of Philanthropy
Look for and Create Mission Moments
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Building partnerships, providing stewardship, and recognizing the assets (what people have in abundance) will help you build a Culture of Philanthropy.
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Community Engagement builds Community Partners!

Out Now Community Mural

Springfield Graffiti Jam

Springfield resident and muralist trophies Mural unveiling ceremony

RM
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Breakout Rooms by Organization – Assign a Notetaker

Brainstorm: What could you take on at your organization? Where might you throw your hat over the fence?
Getting Started: How do we make the shift to an organization-wide Culture of Philanthropy?

- Throw your hat over the fence!
- Get a Team together
- Do the Choose Abundance Assessment
  - Adopt a mindset of learning and introspection
  - Go to www.rainmkr.com/choose-abundance/
- Get to Hell No
- Adopt Common Language
- Be patient -- Culture Change takes time!

RESOURCES
- Read Choose Abundance
- Follow the steps & do exercises
- Take our 9-month long cohort learning course called the Choose Abundance Intensive
- We offer year-long Culture of Philanthropy coaching engagements
- Choose Abundance website for free downloads and the assessment
You've got this!
Building a Culture of Philanthropy
To Transform Fundraising Success in Your Organization