

Culture of Philanthropy Assessment

Does your organization have a culture of philanthropy? On a scale of 1 – 5, please check the answer that you feel most reflects your organization’s position.

Not at All  Strongly Agree

	1	2	3	4	5
1) Everyone (staff and board) shares a sense of responsibility for fund development success.					
2) Everyone promotes and values philanthropy and fund development and are able to talk about its impact on organizational mission.					
3) Everyone is actively engaged in fund development.					
4) Everyone sees themselves as organizational ambassadors helping to identify new friends and partners.					
5) Everyone engages in relationship building.					
6) Everyone can articulate a case for support and give examples of what philanthropy makes possible and how gifts have been used to enhance the organization’s efforts.					
7) Everyone shares an understanding that fund development is a core organizational function that is aligned with and impacts mission achievement.					
8) Donors are valued for more than their financial gifts and their needs and philanthropic goals are taken into account in all donor communications and fundraising strategies.					
9) Donors are engaged regularly (not just around the time of solicitation), so that they know they are valued and appreciated by the organization.					
10) Development is seen as a revenue center; ROI is valued and the organization invests in fund development capacity.					
11) Executive Director, board, and staff share accountability for achieving fund development goals.					

What does this exercise tell you about your organization’s culture of philanthropy? What areas can you improve? How can you help to build/strengthen your organization’s culture of philanthropy?