

RAINMAKER
BREAKTHROUGHS IN NONPROFIT EXCELLENCE



A Culture of Philanthropy - An Idea Whose Time Has Come



Commit to the Extraordinary



I invite you to have today's session be Abundant & Extraordinary

People who are Abundant & Extraordinary:

- ★ Have a Willingness to not know/A Growth Mindset
- ★ Participate Fully & Be Present
- ★ Lean into Vulnerability
- ★ Give the Benefit of the Doubt
- ★ Have a Sense of Humor
- ★ Trust the Process
- ★ Own the Success of Today – Ask Clarifying Questions
- ★ Move the Room Forward
- ★ Bring Joy and Possibility to this session!
- ★ GRAB A PEN & PAPER! THERE WILL BE TIMES TO TAKE SOME NOTES!



Purpose & Intended Results



Purpose: To have organizational leaders see the potential in creating a Culture of Philanthropy in their organizations

Intended Results:

- ★ For participants to understand:
 - ★ What a Culture of Philanthropy is
 - ★ How cultural norms can enhance or thwart fundraising success

- ★ 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
 - ★ See they have the power to make a Culture of Philanthropy present in their organizations



What is this 'Culture of Philanthropy', anyway?



The 18 Most Generous Wall St. Philanthropists



What do most people think of when they hear Philanthropy?



Phil + anthropos = love of human kind



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.

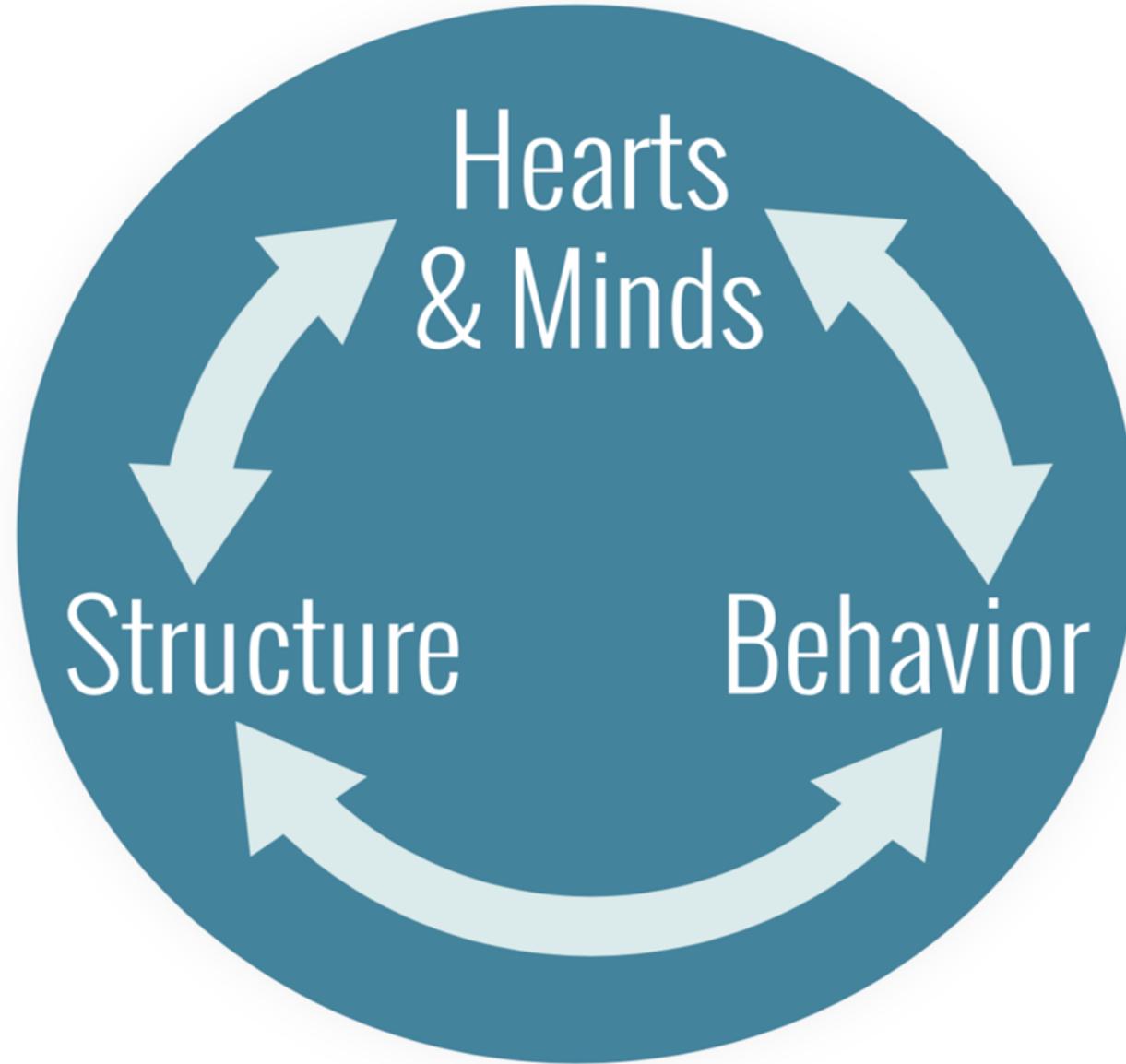
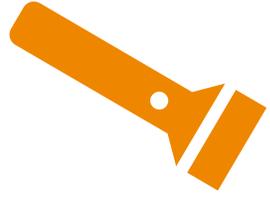
Seth Godin



Venture Philanthropy Partners

Noun: cul·ture /'kəlCHər/

The connective tissue that binds together an organization, including shared values and practices, behavior norms, and most important, the organization's orientation towards performance.



Credit: Robert Gass and the Social Transformation Project



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.







Scarcity Vs. Abundance Thinking



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



Economics is defined as “the study of **scarcity**, is the study of how people **use resources and respond to incentives.**”

23

American Economic Association Website

CLEARCHANNEL

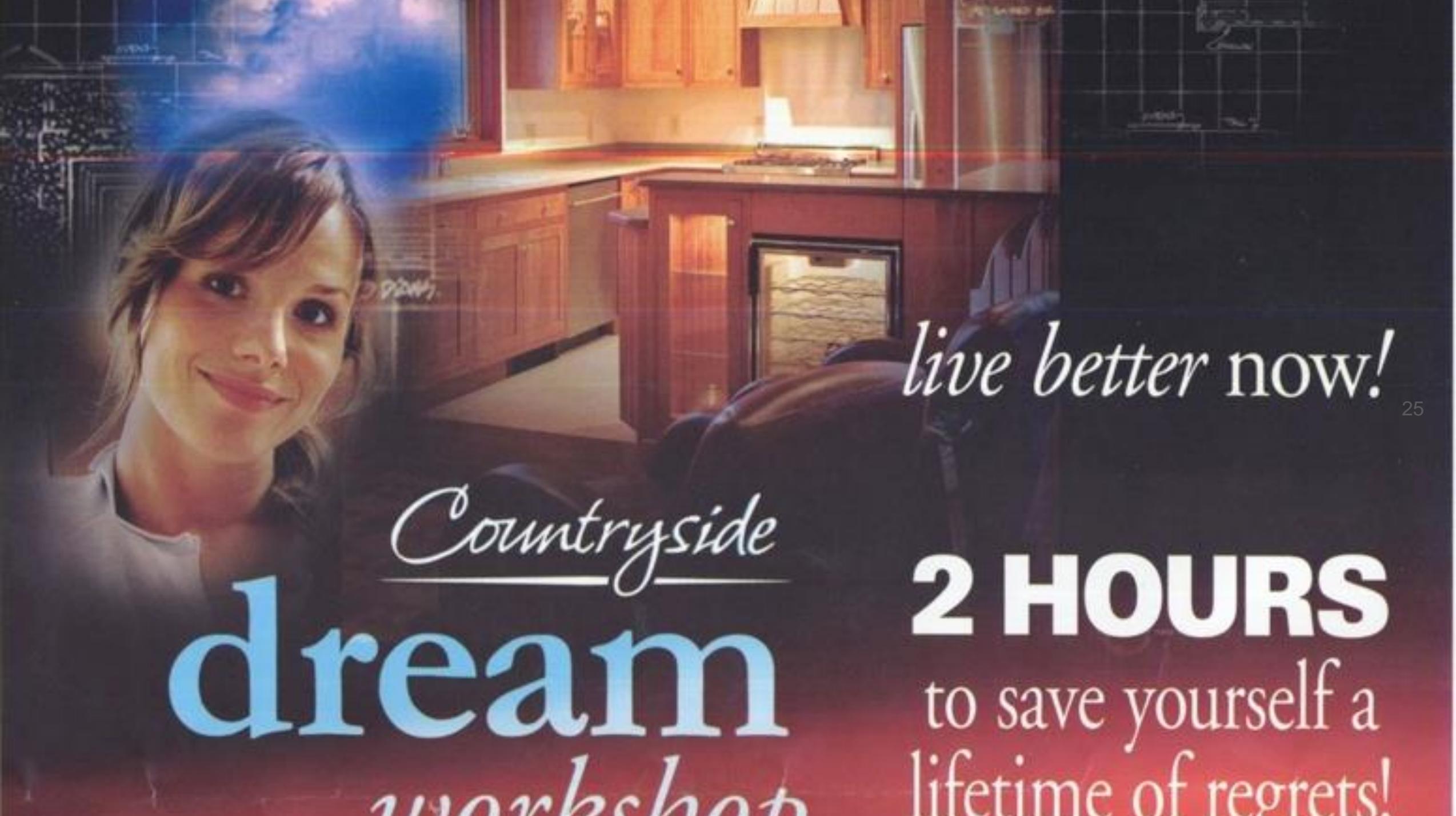
Come sluggish. Leave perky.



Cappuccino Blast[™]
in 3 NEW flavors

BR baskin
robbins

002997



live better now!

25

Countryside
dream
workshop

2 HOURS
to save yourself a
lifetime of regrets!

MORE IN



DISCOVER UNSTRUCTURED

MORE OUT



unstructured
by Clarks

Ad



mahabis.com

"slippers for people who don't do slippers" - wired

"slippers for people who don't do slippers" - wired

Doodle

Plans Help English



laurie herrick

Create a Doodle

Lighthouse July Board Meeting

by Dan Bouquillon • 6 months ago • Print

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

All times displayed in America/New York

Table

Calendar

Jul
9
MON

Jul
10
TUE

Jul
11
WED

Jul
12
THU

Jul
16
MON

Jul
17
TUE

Jul
18
WED

Jul
>
THU

Ready to transform your capabilities in just one week?

HEAR FROM YOUR PEERS

HARVARD Kennedy School
Executive Education

STAY THIRSTY

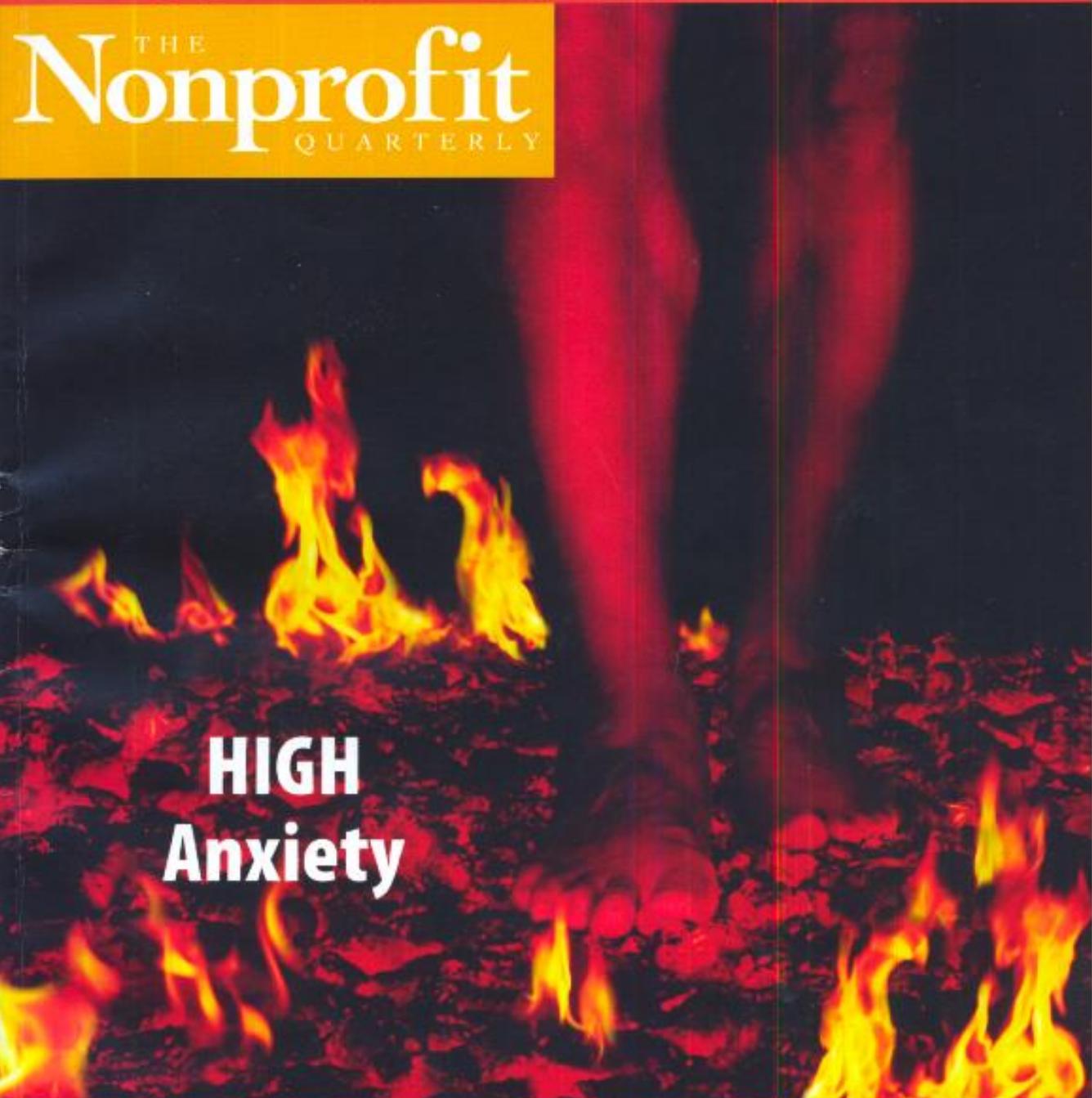


MY FRIENDS™



47707A

THE Nonprofit QUARTERLY



**HIGH
Anxiety**

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



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Scarcity Vs. Abundance Thinking





Be a Scarcity Detective

Answer the question:

What is an example of Scarcity Language within your organization or an organization you've been involved with?

(Extra 'points' if you look at your own scarcity thinking – not just others!)

UNDERDEVELOPED

A National Study of Challenges
Facing Nonprofit Fundraising





Do These Findings Sound Familiar?

- Development directors are leaving their jobs after 18 months
- Many nonprofits do not give their top development staff at the 'c'
- E
- Less than 50% of development staff have relationships with their executive directors
- Many executive directors lack the skills/knowledge to secure gifts

What is the remedy? A Culture of Philanthropy!



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



Photo by [Jason Goodman](#) on Unsplash



Everyone has something in abundance!



Look for and Create Mission Moments

Create a board Culture of Philanthropy Committee



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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.





Stewardship:
Showing someone
that their
investment was a
good one.



JL

We are loving the new guitar! Thank you!

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Community Engagement builds Community Partners!



Out Now Community Mural



Springfield Graffiti Jam



Springfield resident and muralist
Mural Institute

The 5 Points of Possibility

Recognizing ALL gifts, builds loyalty because people see they made a good investment of their time or money.

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Recognize the 5 T's:
Time
Treasure
Talent
Testimony
Ties



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
 - ★ Go to www.rainmkr.com/choose-abundance/
- ★ Adopt a Mindset of Learning and Use Common Language to Build Your Organizational Culture of Philanthropy
- ★ Be patient -- Culture Change takes time!

RESOURCES

- ★ Read *Choose Abundance – I'm signing books right after this session!*
 - ★ 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

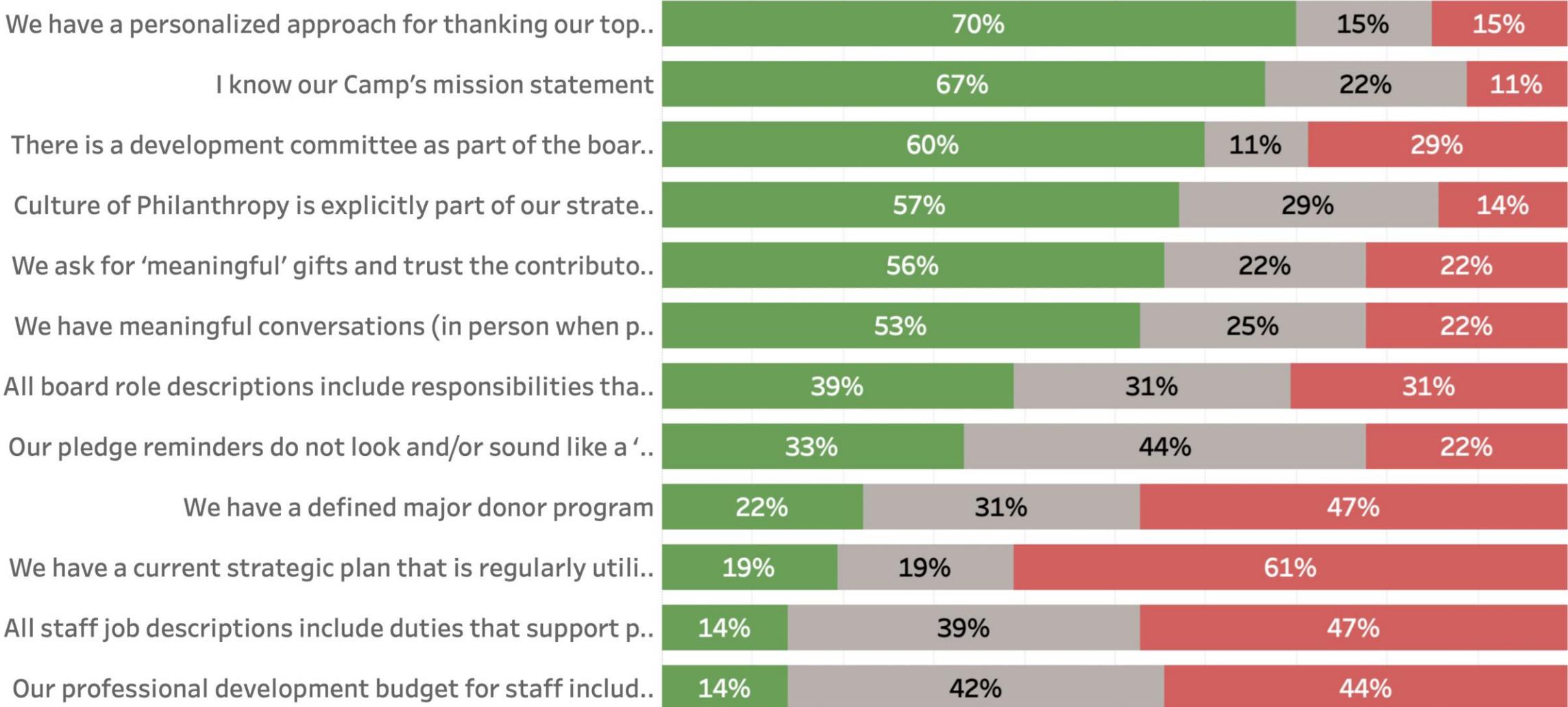


You've got
this!

Data Collected **Prior to** Participating in GLI

Yes/No Questions: (Overall)

Pre/Post Response
 Post
 Pre



Answer Text
 No
 Not sure
 Yes

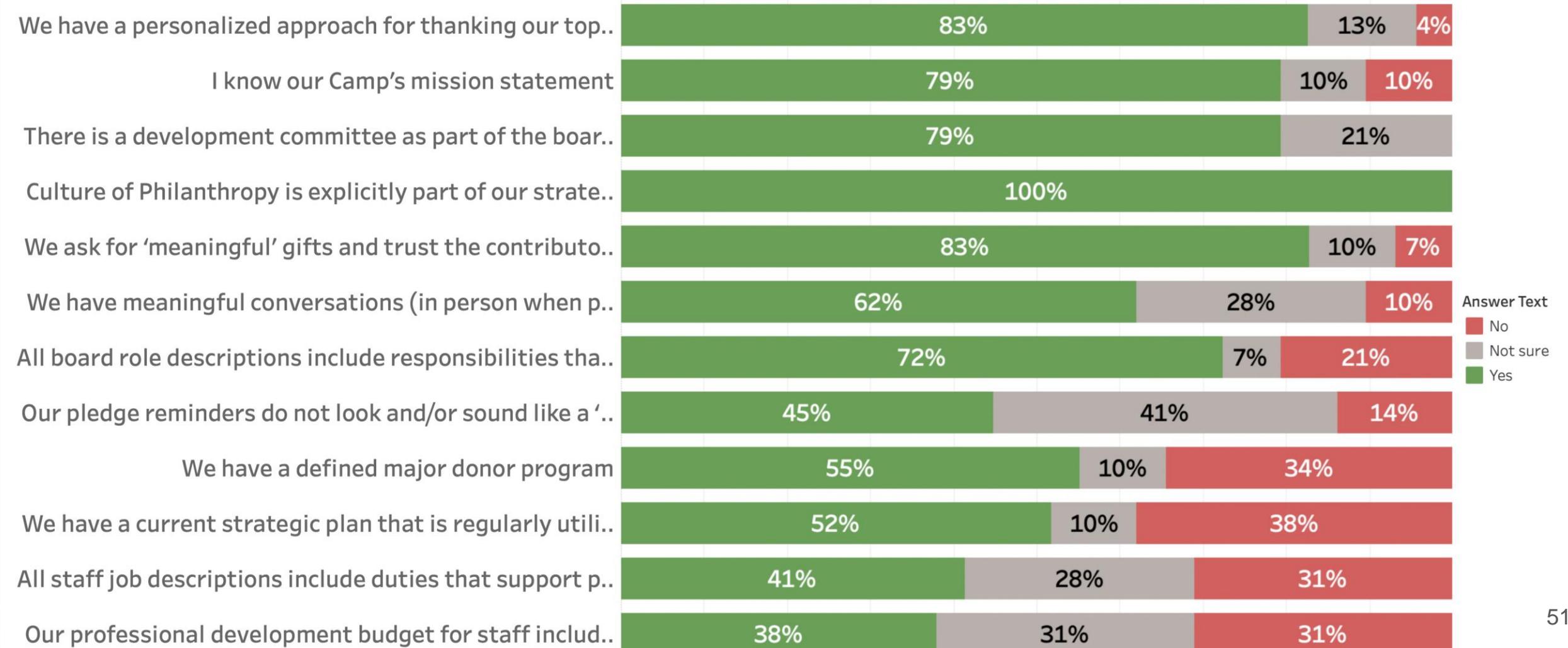
Data Collected **After** Participating in GLI

Yes/No Questions: (Overall)

Pre/Post Response

Post

Pre



Key Findings

- An increase in revenue and direct cause or correlation to fundraising key performance indicators
- Increase in stakeholder engagement
- Increased % of revenue raised by non-executive/development staff
- Board engagement was deeply impacted by having key leaders be part of the program
- A Culture of Philanthropy infused into the organizational structure
- Enhanced skills and frameworks were acquired through participation