RAINMAKER

BREAKTHROUGHS IN NONPROFIT EXCELLENCE

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 & Intended Results

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?

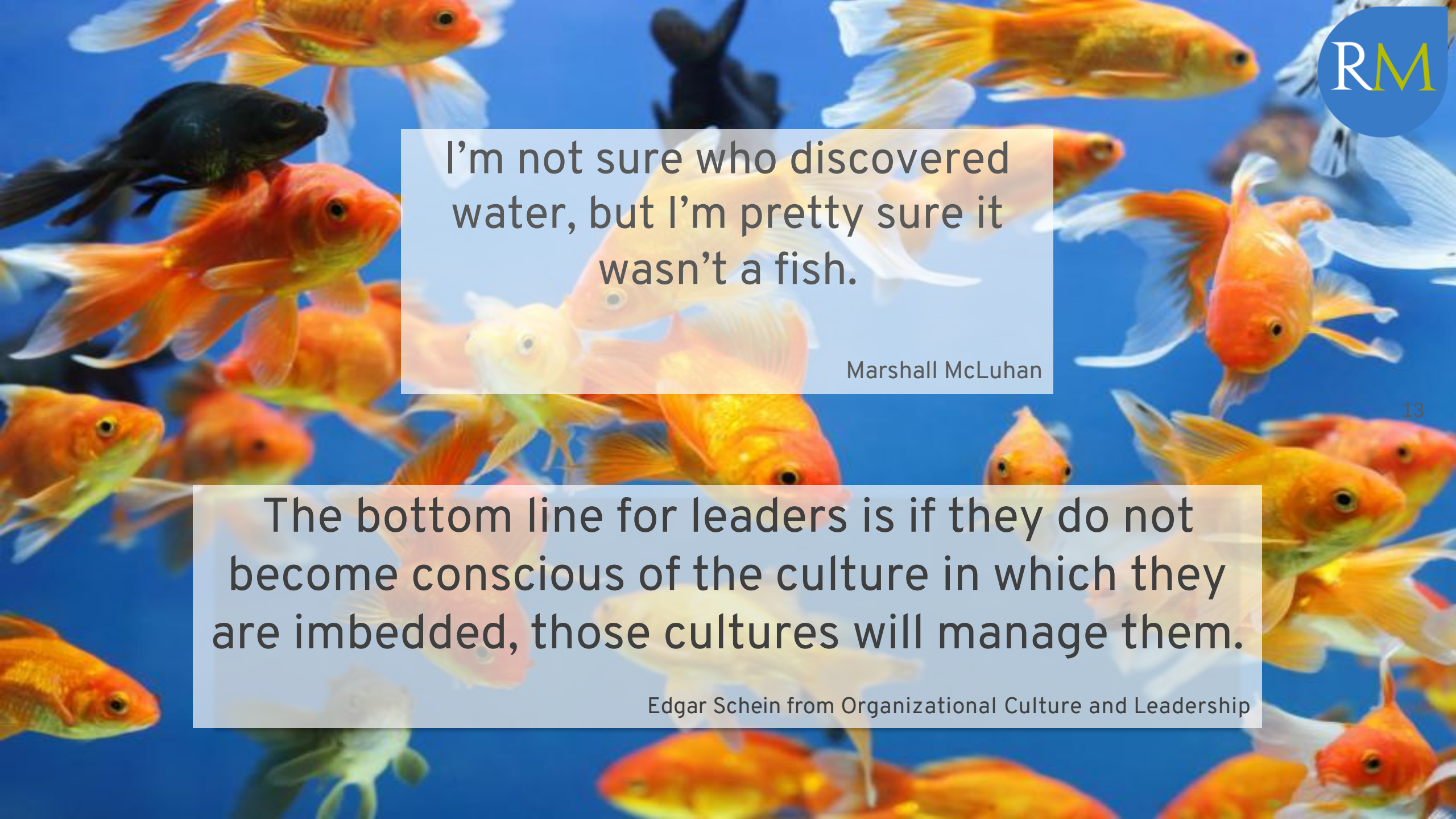
Time to Do a Little Warm Up!

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?
MOMA

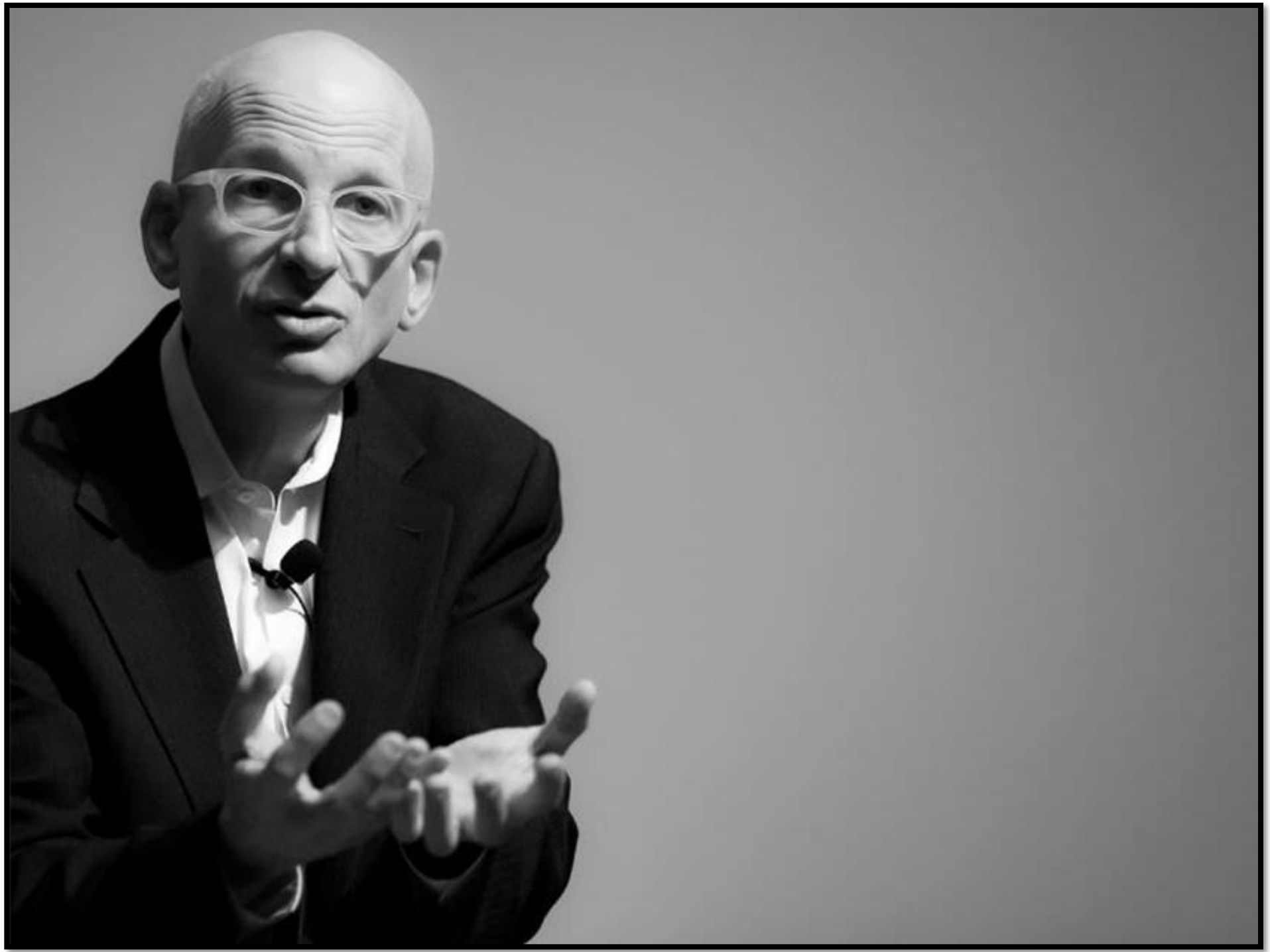


I'm not sure who discovered water, but I'm pretty sure it wasn't a fish.

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



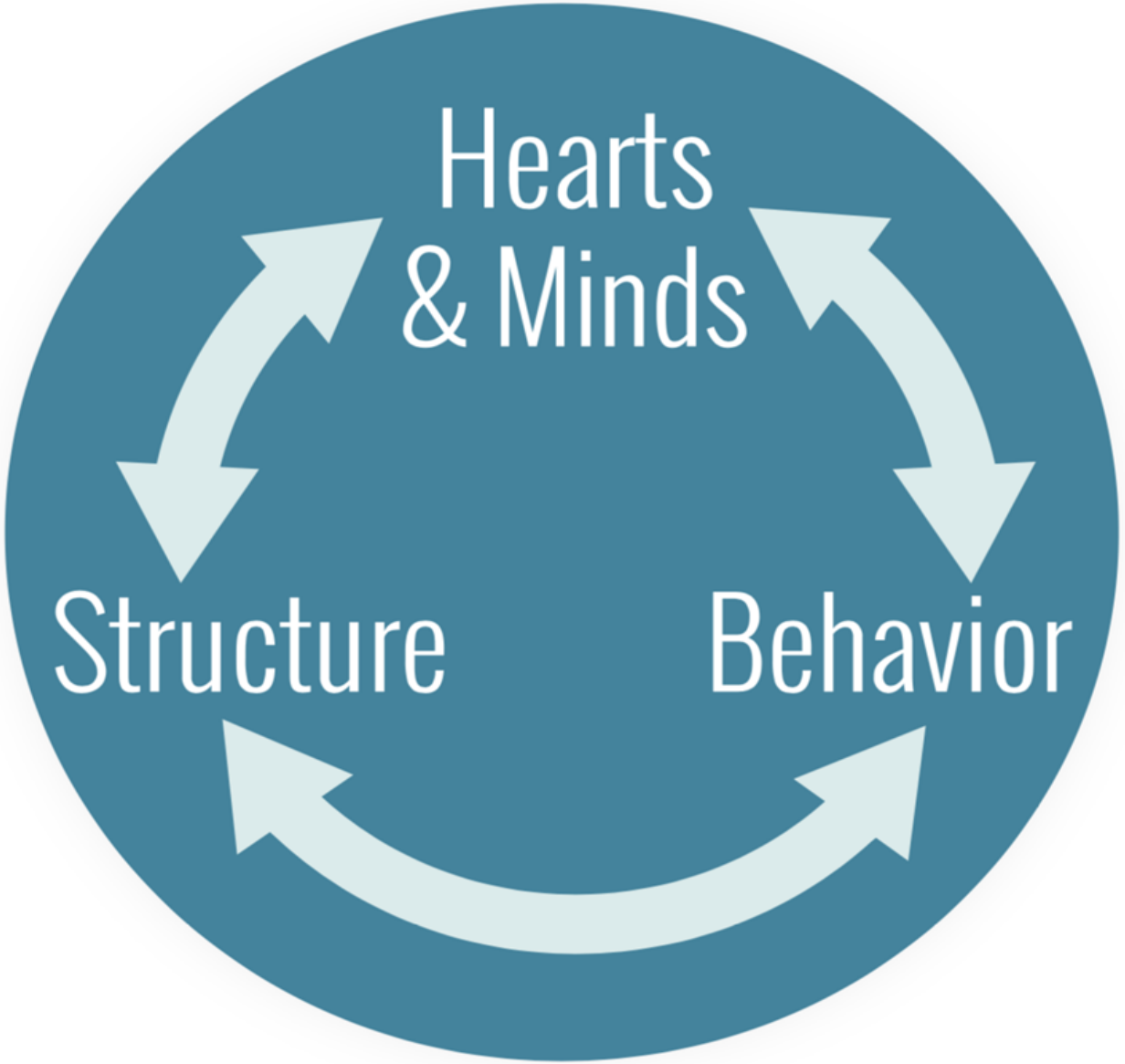
People like us do things like this.

Seth Godin

Venture Philanthropy Partners

Noun: cul·ture /ˈkəlCHər/

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.

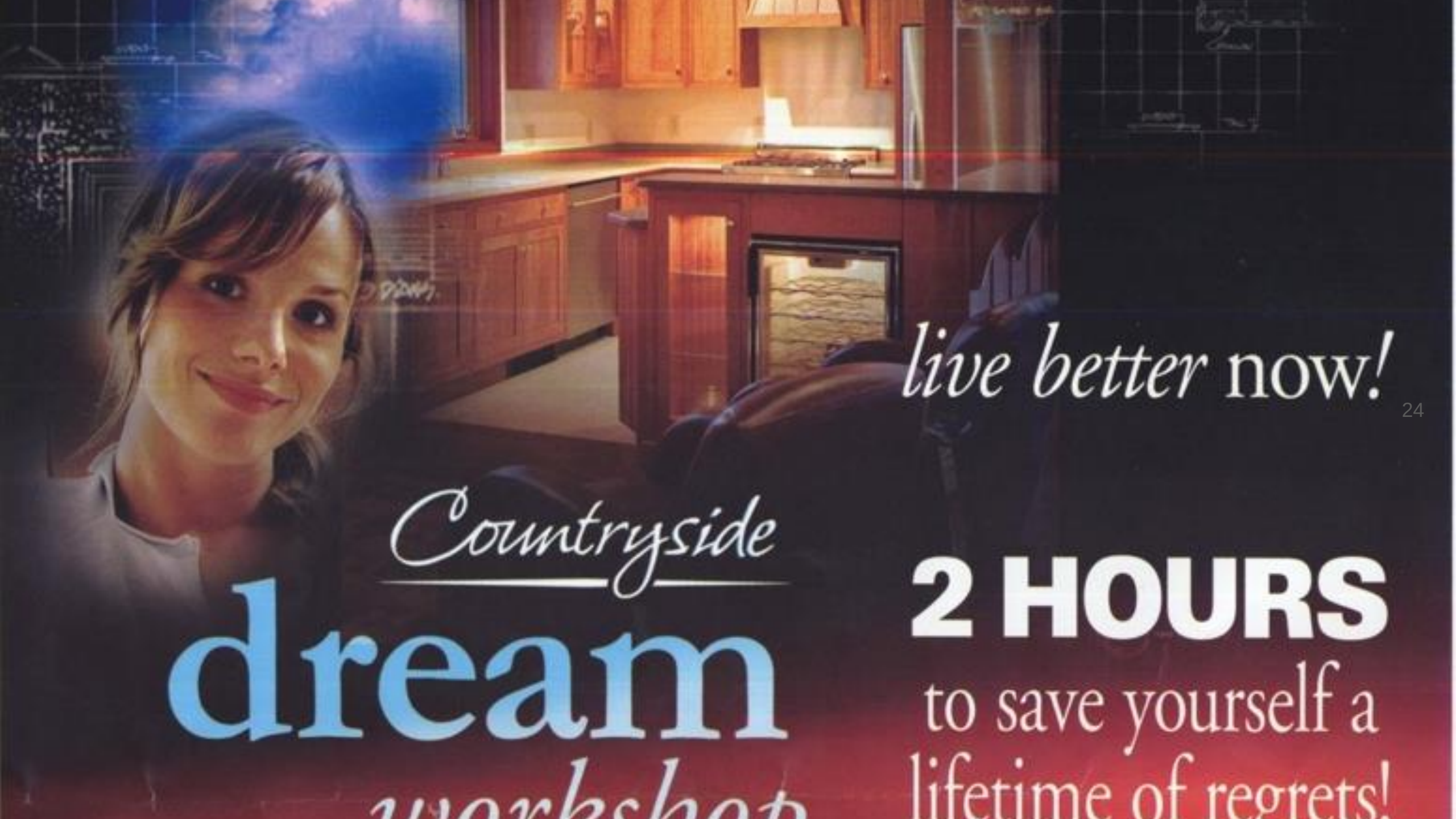
Are we being blindsided by a
Culture of *Scarcity*?

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

CLEAR CHANNEL
Come sluggish. Leave perky.
Cappuccino Blast®
in 3 NEW flavors
BR baskin robbins
002997


live better now!
Countryside
dream
2 HOURS
to save yourself a
lifetime of regrets!

MORE IN

DISCOVER UNSTRUCTURED

MORE OUT

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 L laurie herrick Create a Doodle

Lighthouse July Board Meeting

by Dan Bouquillon • 6 months ago • Print

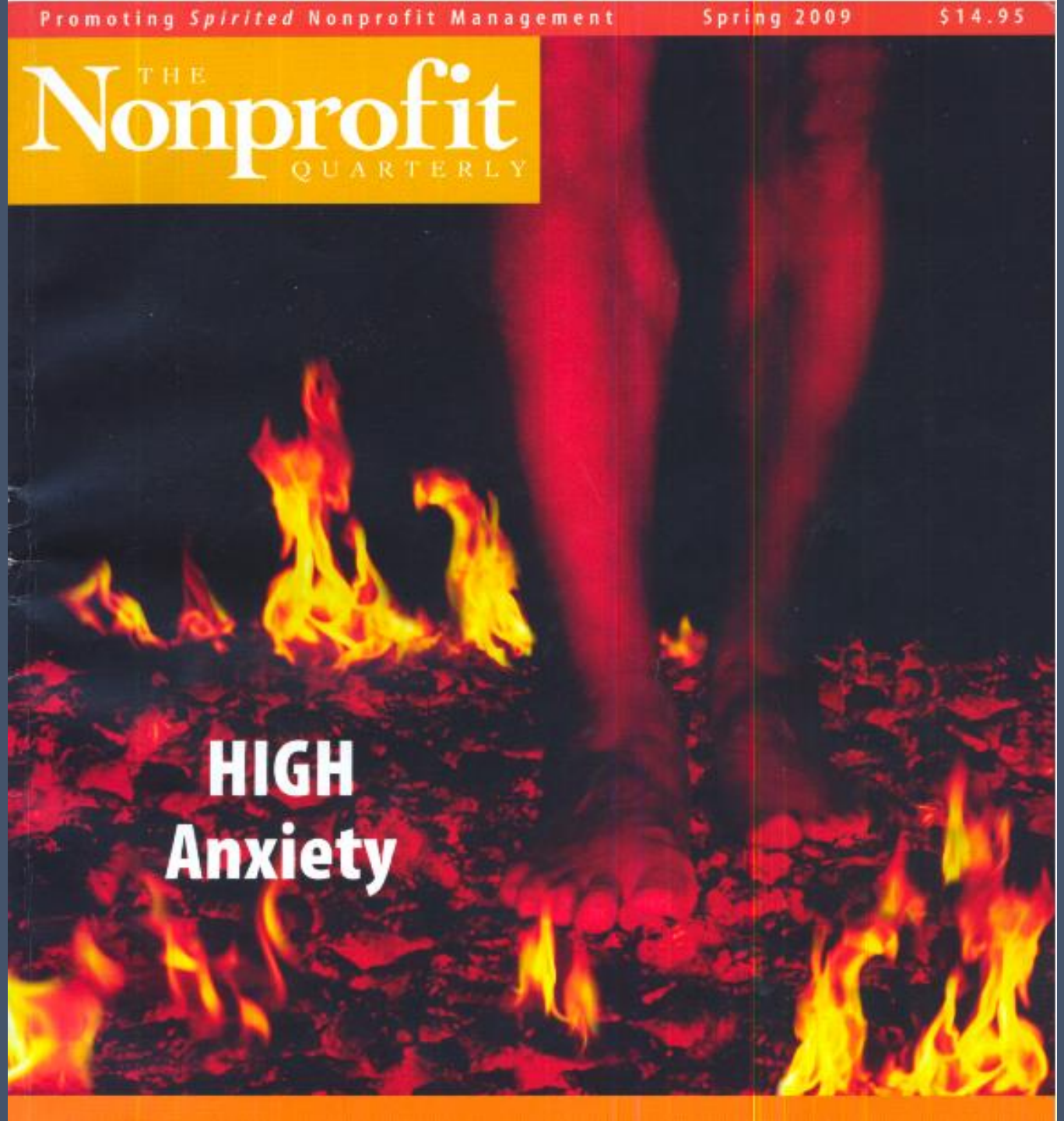
LightHouse Holyoke
208 Race St, Holyoke, MA 01040, USA

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	Ju TH

STAY THIRSTY
MY FRIENDS
XX
CBS


Promoting *Spirited* Nonprofit Management
Spring 2009
$14.95
THE Nonprofit QUARTERLY
HIGH Anxiety

What are the NEGATIVE cultural conversations we have about MONEY?
I don't have enough
It's the root of all evil
If I don't have it, I'm "worthless"

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?

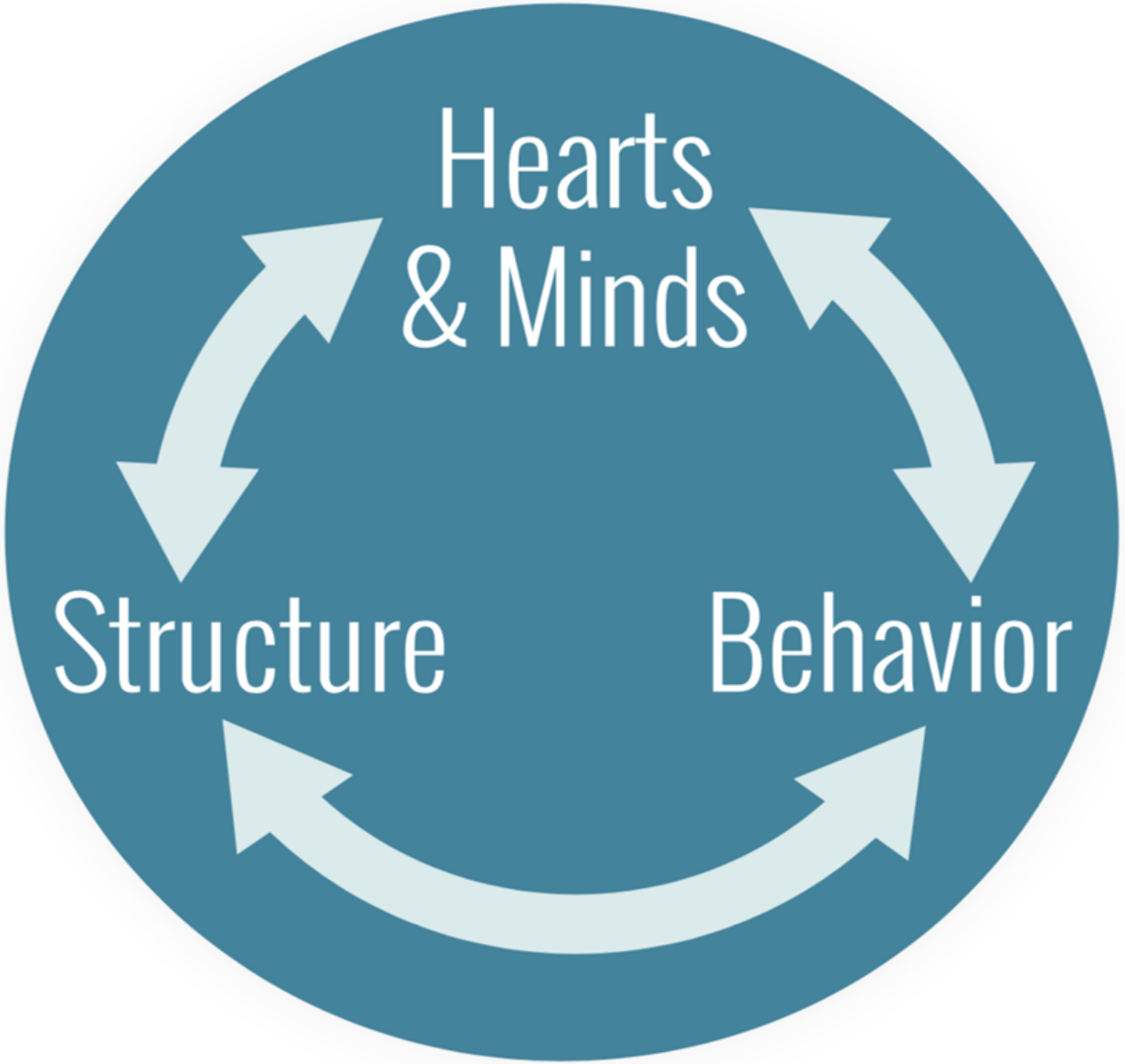
Law I: How people perform correlates to the way that a situation occurs to them.
Law II: How a situation occurs arises in language.

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 the see that their investment in your organization made a difference.

Scarcity Vs. Abundance Thinking

Photo by Brett Jordan on Unsplas

We'll now take a rejuvenating 10-minute break!

The difference between a *Fact* and *How it Might Occur*

Fact	How It Might Occur
We didn't get the grant that we have gotten for the last 5 years!	★ I'm not a very good fundraiser! ★ Let's see what the foundation says about how we can do better!
We didn't raise the $1.5 million we need for this year!	★ We're half-way there! Only ¾ of a million to go! ★ Let's do some planning to assure we aren't so far behind next year!

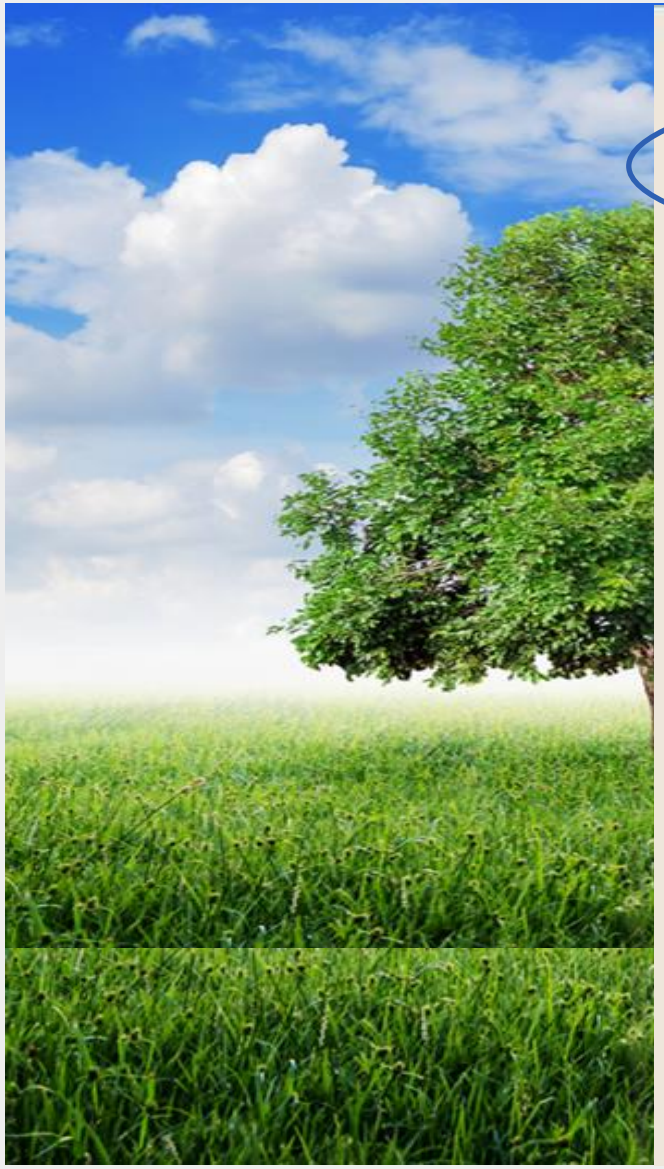
UNDERDEVELOPED

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?

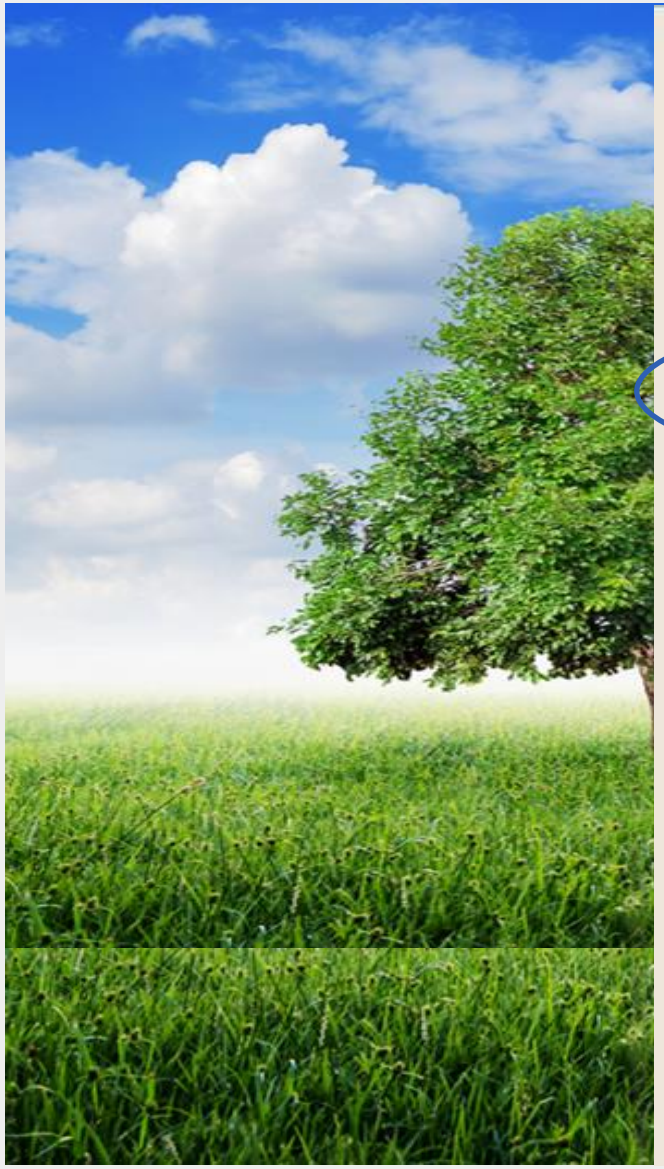
1. Build a Culture of Philanthropy into your Strategic Plan

2. The Leadership Team commits to building a new desired culture by changing their language, behaviors and mindset

Photo by Maarten van den Heuvel on Unsplash

Culture Eats Strategy for Breakfast

The 5 Points of Possibility



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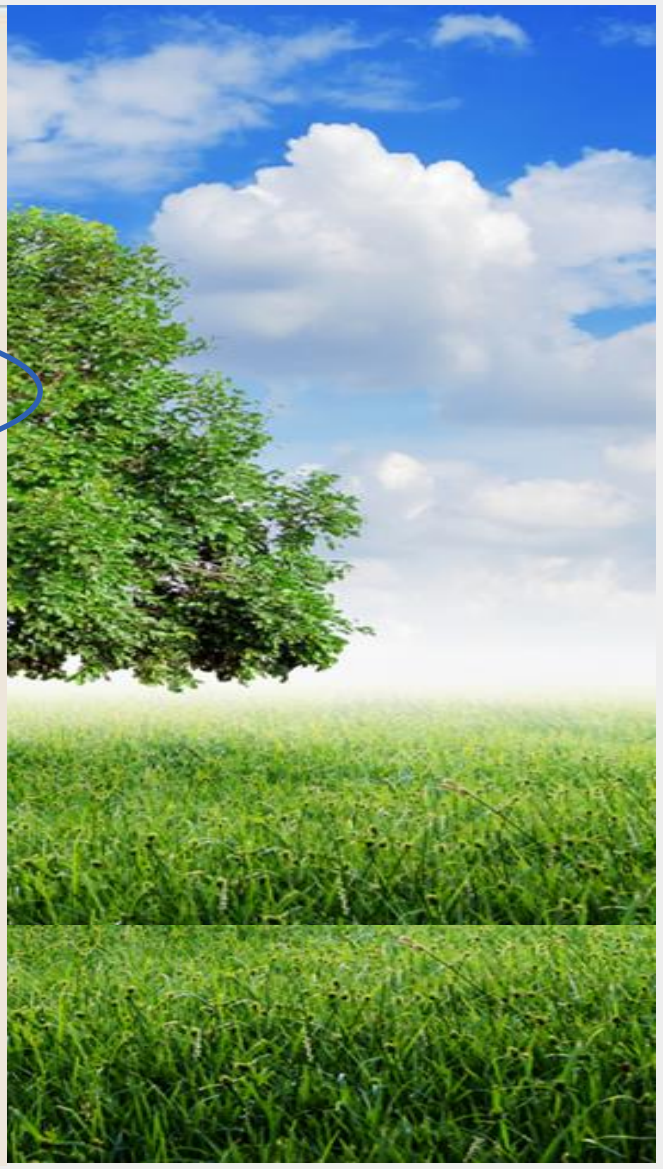


Culture Change *Requires* a Team

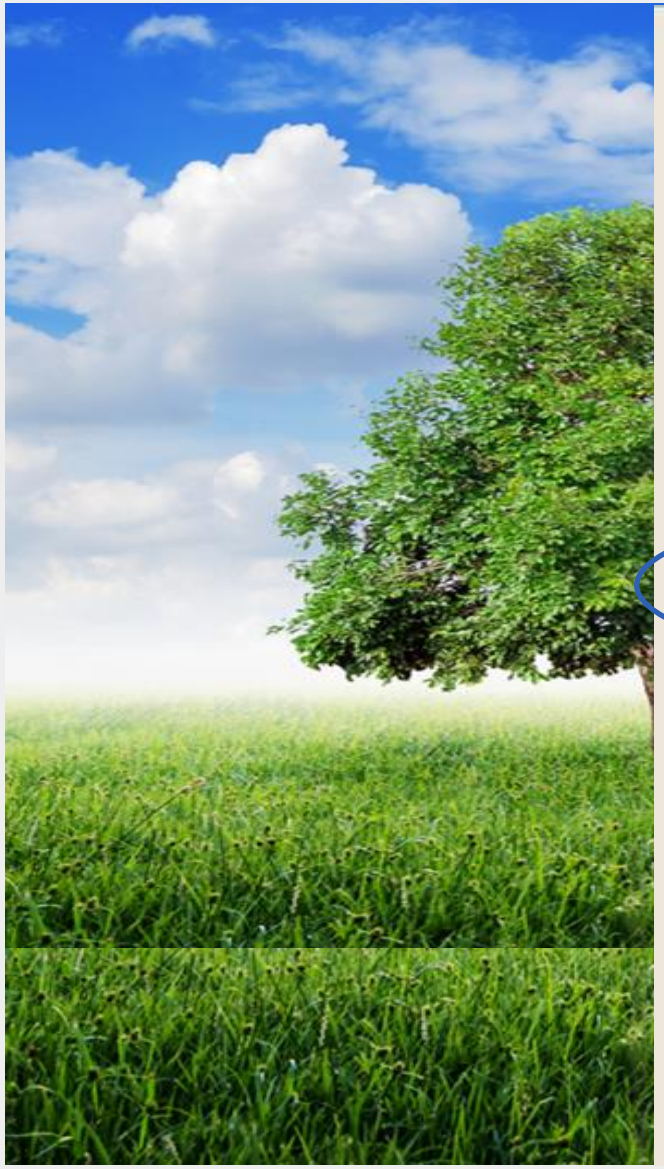
Photo by Jason Goodman on Unsplash

Engage your board in a Culture of Philanthropy

Photo by Christina @ wocintechchat.com on Unsplash

Look for and Create Mission Moments

The 5 Points of Possibility



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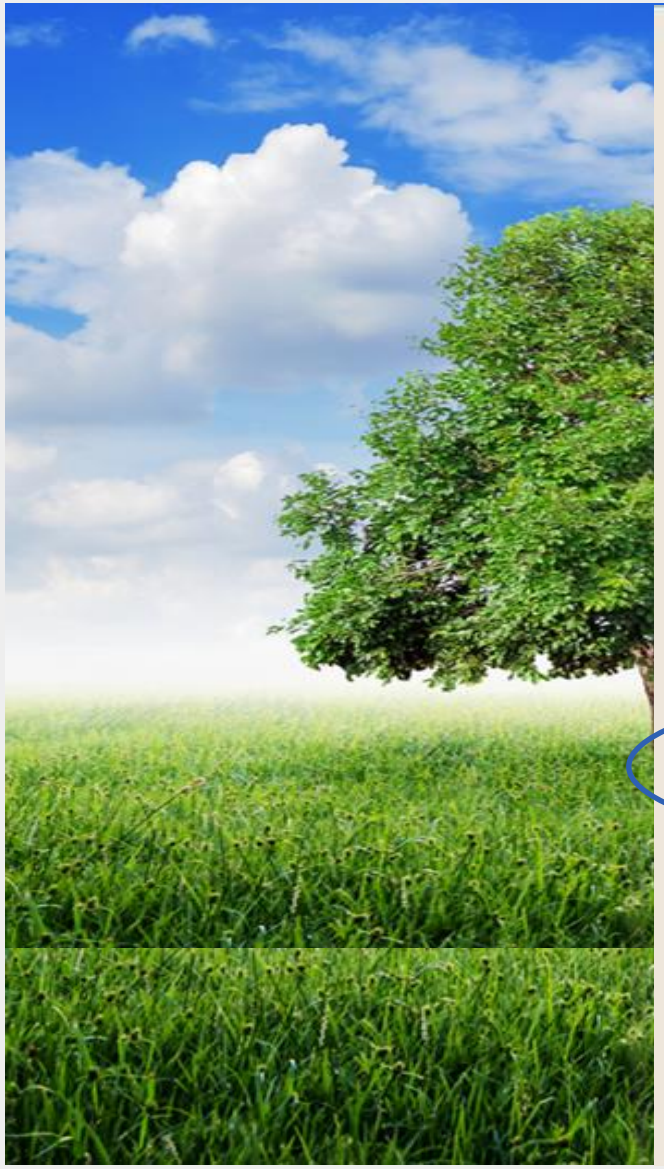
Building partnerships, providing stewardship, and recognizing the assets (what people have in abundance) will help you build a Culture of Philanthropy.

The 5 Points of Possibility



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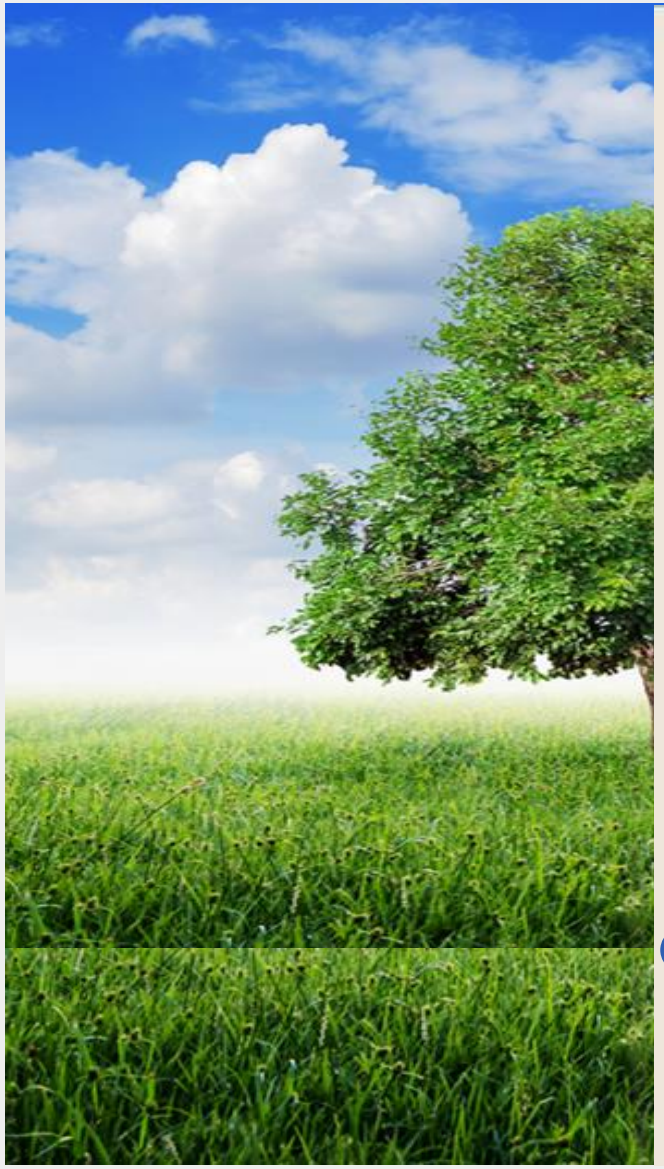
Community Engagement builds Community Partners!

The 5 Points of Possibility



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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!

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