



Enhancing Impact: Building a Culture of Philanthropy

Presented by Stacey Anderson, Senior Advisor
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Your success is our mission. We work collaboratively to create proactive solutions that meet each organization's unique needs.



Fundraising Solutions

We provide a deeper understanding of why donors give and strategies for helping your organization raise more money.



Strategic Planning

We lead your nonprofit through a thoughtful assessment to align goals with organizational values and create a bold plan of action.



Board CatalystSM

We help you assess, strengthen and energize your board members to meet the challenges of today... and tomorrow.

Agenda

- Welcome
- National Trends in the Sector
- What is a Culture of Philanthropy
- Ambassadorship
- Finding your values, vision and voice
- Impact Action Steps
- Q&A

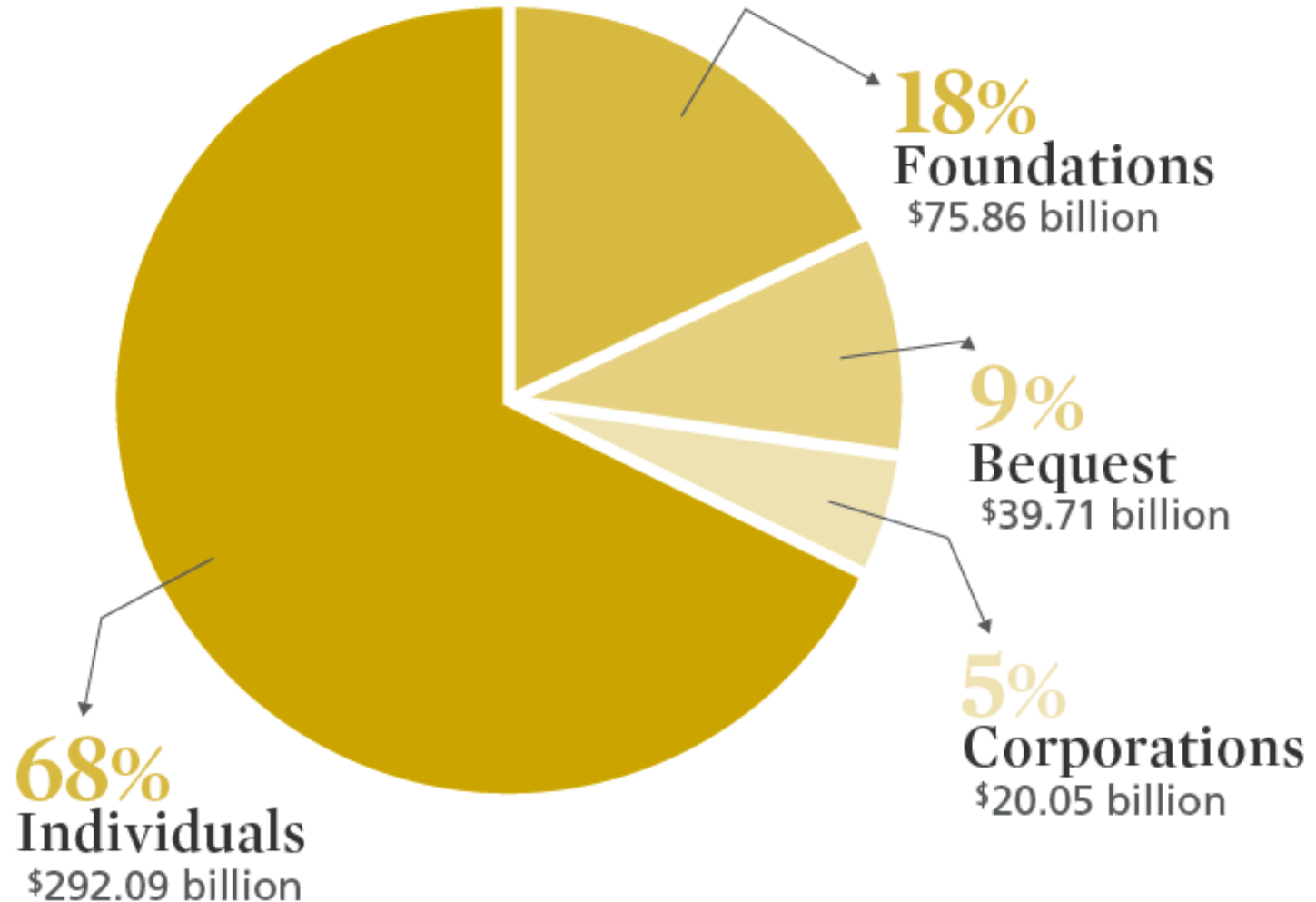


WELCOME

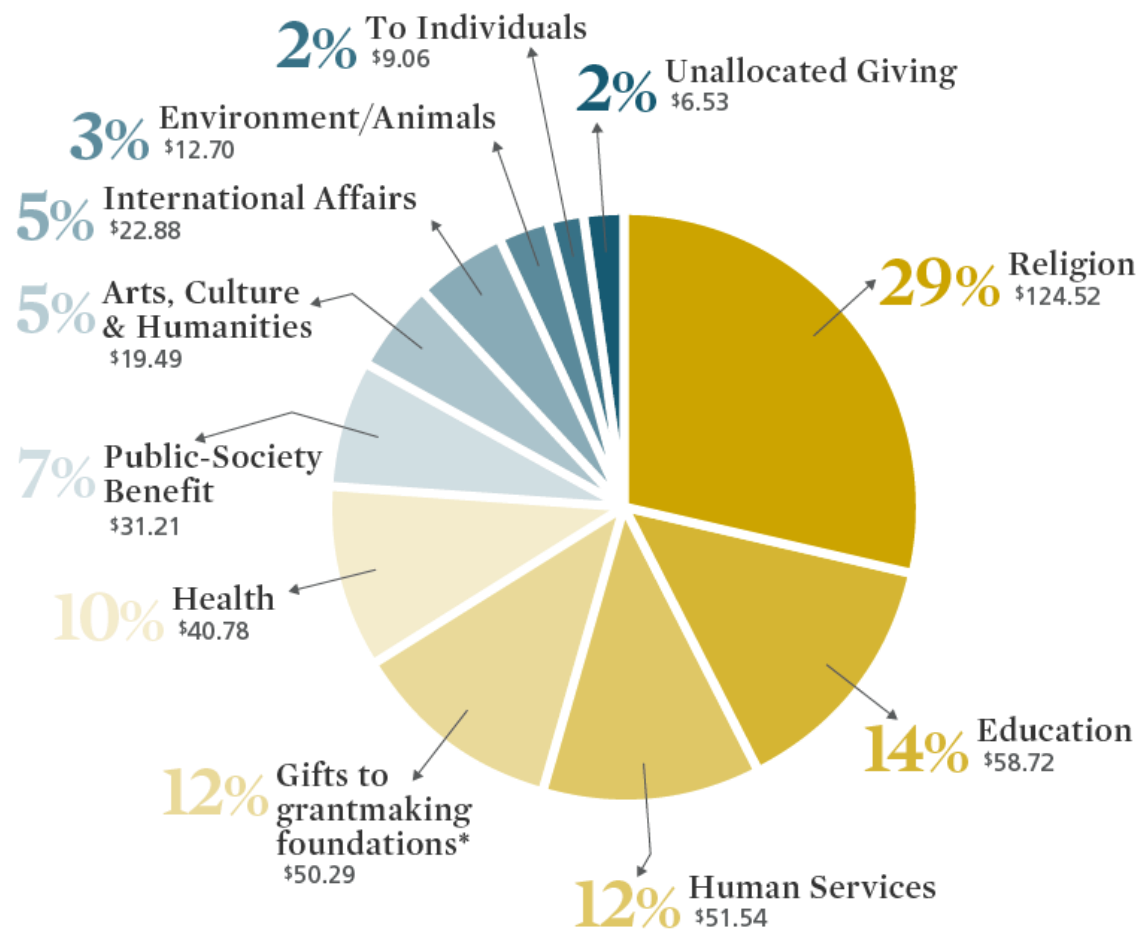


Overview of the Nonprofit Sector

2018 contributions: \$427.71 billion by source
(in billions of dollars - all figures are rounded)



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What can we learn from these numbers?

- Relationships Matter
- Over Half the Population Gives
- Multiple Avenues

A photograph of a large group of people seated in rows, likely at a fundraising event or conference. The image is heavily filtered with a dark blue color. The word "FUNDRAISING" is centered in the middle of the image in a bold, white, sans-serif font. The people are mostly seen from the side or back, looking towards the left side of the frame. The background shows more people and what appears to be a brick wall.

FUNDRAISING

FUNDRAISING IS NOT BEGGING!

Fundraising is a systematic,
coordinated effort inviting people to
experience the joy of giving.

“But, I can’t ask for money!”

Culture of Philanthropy



A **culture of philanthropy** is a set of organizational values and practices that support and nurture development within a nonprofit organization. It's an important part of building cohesion and teamwork within an organization and it's imperative that every individual understands how they contribute to this **culture**.

Fundraising is a TEAM SPORT!



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Culture of Fundraising

- Understanding everyone's role in the fundraising strategy
 - ☑ Sharing the fundraising strategy!
- Create **realistic expectations** and an **accountability plan** from the top down (success doesn't happen by chance!)
- Your donors want to be wooed from the front office clerk to the board chair: embrace and **hardwire philanthropy** as you would quality and customer service.
- Allow a clear, compelling and consistent **case for support** to drive all mission messaging.
- **Fundraising is a team sport.** Everyone has the power to be an ambassador- from the board room to the front desk. **You can't outsource authentic passion for your mission.**

Alex Sterling
PHILANTHROPY

How do we advocate for the impact we make?

Your team's authentic passion is a game changer for how we can do even more great work!

AMBASSADORS (armed with the right tools)
are the key to successful fundraising!

A photograph of a large crowd of people, likely at a sporting event, sitting in bleachers. The image is heavily filtered with a dark blue color, creating a moody atmosphere. The text is overlaid in the center of the image.

Ambassadorship: Making Fundraising a Team Sport

“What do you do?”

Values, Vision and Voice

1. Connecting my... Values

- What influenced your decision to work for your mission?
- Of the values important to you personally, which do the organization's outcome reinforce?
- What impact does the organization have on the community?
- Why do you love your job? What is inspiring?

Values, Vision and Voice

2. Connecting with... Vision

As a team member, I have the opportunity to:

- Support the greater vision and mission of my organization?
- Understand how my role and passion can support the plan and process to realize those goals
- Connect more people with the work that I am doing within my organization

Values, Vision and Voice

3. Connecting through... Voice

Using our story, values and passion to inspire the community to invest in the great work we do everyday!

- “What do you do?”
- How to get involved?
- Thank, update and communicate!
- Fundraising Team is here to make this EASY!



Impact Action Steps

Unlocking Authentic Passion

- Understanding the power of the question:
What do you do?= How are you changing the world?
- Key: Be prepared to advocate for your mission's needs based on the organization's vision.
- Potential partners are everywhere to propel our vision!
- Embrace passion, share it and enhance the impact of the mission
- Empowering the subject matter experts: *The Power of Organizational Celebrities*
- **Share your experience! Learn from others!**

Culture of Empowerment

Staff: the ROCKSTARS of our organizations



Tools of an Ambassador

- Prepare “shareable” engagement opportunities
 - Events
 - E-newsletters
 - Tour Opportunities
 - Volunteer Opportunities
 - Giving Platforms/ Opportunities
 - Ect.
- Explain how the fundraising team partners with staff to enhance ambassadorship on a greater level
 - Thought Partnership and Collaborative Strategy Building
 - *How can we best support you?*
- **Empower: The work that staff does everyday is an inspiration for so many within our community WHILE making the difference for our fundraising strategy!**

Examples of Culture Partnership

How can we support you?

- We want you to continue doing your inspiring work... and telling people about it!
- Let us tell your story!
- Teach us!
- Communication is key:
 - Monthly check-in's with programs
 - Scripted talking points (case for support)
 - Email drafts
 - Key language
 - Thought partnership/ strategy building

“What do you do?”

Thank You

Q & A

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