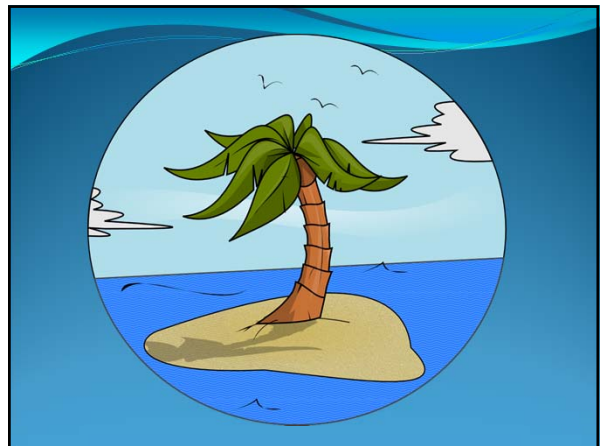


Cultivating a Culture of Philanthropy

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Do you have a Culture of Fundraising or a Culture of Philanthropy

Cultivating a Culture of Philanthropy

- Highlight Findings of the Study
- Four Core Components
- Case Study – Greater Pittsburgh Literacy Council
- Questions and Answers
- Resources

Four Key Components

- #1 Shared Responsibility for Development
- #2 Integration and Alignment with Mission
- #3 A Focus on Fundraising as Engagement
- #4 Strong Donor Relationships



#1 Shared Responsibility for Development

- Find an advocate
- Engage in conversation
- Give specific examples of how to help

#2 Integration and Alignment with Mission

- Mission, program goals and operations are aligned
- Development staff are part of the leadership team
- Development goals are part of everyone's job descriptions
- Internally – staff members
- Externally – board committees
- Galvanize resources beyond money

#3 A Focus on Fundraising as Engagement

- Partnership and collaboration
- People can support in multiple ways
- Don't be afraid to ask
- Think outside the box
- Don't be afraid to let go



#4 Strong Donor Relationships

- Donors are people, not ATMs
- Every year nonprofits lose 7 out of 10 donors
- Keeping donors vs. acquiring donors
- Stewardship



Resources

- Culture of Philanthropy Study
- Key excerpts of the Haas study
 - Summary of 4 components
 - Chart comparing cultures: fundraising vs . philanthropy
 - Tips for development staff
- Board Commitment Form
- “Every Board Member is a Fundraiser” video and materials (Movie Mondays)

Summary

- Start where you are
- It's going to take time
- Ongoing process
- Celebrate your successes

Just Do it!