Learning goals

- What are the best practices you can do immediately?
- Aspirational philanthropy goals for you and your board
- Donor Fatigue – is is true?
- Who leads the philanthropic culture?
- Who is your Chief Gratitude Officer? (CGO)

I like research, so …

- I dug up many presentations about this topic. Depressingly they are all the same – we are terrible at the culture of philanthropy.

- The most comprehensive primary research on the topic – The British Commission on the Donor Experience which produced "*A Blueprint for Transforming Fundraising. For Good*."

- Pop quiz for the room – what is your donor attrition rate?

Culture of Philanthropy - The 2017/2018 version

- Try this one out with your CEO and Board

  - Investigate, in your organization, what changes can be made to help increase the organization's impact by putting DONORS, rather than financial targets, at the heart of your fundraising strategies.

The Key British Findings

- Purpose
- Permanent change
- Principles
- Promise to donors
- Practical actions
- Pillars of change

Purpose

- Donors give to your cause, not your financial target

Permanent Change

- I like the British no half measures!

    - "Leadership must lead by example in putting donor experiences at the forefront of operations"

Some of their Principles

- Someone who has a great donor experience will give more than someone who does not.

- Charities will be stronger when a donor-based approach becomes their benchmark.

- While professional standards must be maintained, donors typically value passion for the cause over professionalism

- Fundraising is an investment not an expense

Promise to donors

- When donors see their impact they will give more

Practical actions

- At the core how can you create deep and lasting change in how your charity engages with donors?

(some) Pillars of change

- Integrity and consideration will underpin each and every contact with a donor
- Giving is voluntary. Donors will be in control of their personal relationship with the charity
- The right people. Recruit the best, most committed people for this special work, and support their growth
- Every donor contact should leave them feeling better about their support. Employ genuine storytelling and inspiration, not persuasion
- Be awesome to deal with. Welcome and recognize your donors with consistently excellent service, support, and transparency
- Learn from your donors and offer them choices that let them guide their journey with your cause
- Lead from the front. Boards and Management teams will engage with, and fulfill their duties to donors with pride

Lets act like donors

- Have you called your organization's donor helpline to get a first-hand idea of what your donors and prospects will experience?

How long did it take to answer the call, how long were you on hold, if your call was missed how long did it take to get a call back? Once on the phone how quickly can you solve the donors concern?

Random Amazement!

- Call a donor say hello and offer something of value

Chief Gratitude Officer

- 5 roles in their job description
  - Customer Service (Functional Connection)
  - Fundraising (Functional Connection)
  - Message Focus (Functional Connection)
  - Gift Impact (Personal Connection)
  - Engagement (Personal Connection)

Who leads the philanthropic culture?

- Besides you, that is!

- Do the staff write thank you letters to donors?
- Does the CEO visit with donors?
- Do board members attend your events and (GASP!) talk to donors?
- Do board members call and thank donors?

Donor Fatigue?

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Some other references

- https://www.communityfunded.com/blog/culture-of-philanthropy-pillars

- https://trust.guidestar.org/2015/06/15/culture-of-philanthropy-why-you-need-it-6-ways-to-get-it/

- https://www.gailperry.com/does-your-organization-have-a-culture-of-philanthropy-take-this-simple-quiz/