

Welcome to:

# Creating a Culture of Philanthropy





Creating Positive Change for Responsible Living®

# Creating a Culture of Philanthropy

*What it is, what it looks like,  
and our first steps.*



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# WHAT is a Culture of Philanthropy?

**It means everyone in the organization is creating and building lasting relationships.**



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WHAT it looks like.

**Everyone** understands the need to raise money and is willing to do what is necessary to support the effort, regardless of their role in the organization.



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WHAT it looks like.

**Everyone** behaves as the organization's ambassador—helping to identify new friends and partnerships whenever possible.



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WHAT it looks like.

**Everyone** can articulate a case for giving and how a gift will be used.

**Everyone** can answer basic questions about the finances of the organization.



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WHAT it looks like.

Visitors are welcomed in to program sites; dialogue is encouraged.

The front desk personnel are welcoming – and have received adequate training to

handle all inquires about involvement in the organization.



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WHAT it looks like.

The Executive Director sees himself as the “face of The Village Network” and is 100% committed and personally involved in fundraising.



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WHAT it looks like.

Recipients of our services are viewed as experts in how the organization carries out its mission and are invited to share their stories whenever possible.



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## WHAT it looks like.

- Thanking donors for their contribution within 48 hours of the receipt of the gift.
- Identifying potential donor prospects.
- Assessing donor giving capacity.
- Providing testimonials on the good work of TVN
- Setting example by making personal donations.
- Serving on a solicitation team with others.
- Providing introductions to potential prospects or in other ways “opening doors”.



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FIRST Steps.

**Everyone knows their role  
and responsibility as part of  
the culture of philanthropy.**



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FIRST Steps.

**Philanthropic efforts are  
integrated into everything  
we do.**



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# Creating a Culture of Philanthropy

*Questions?*  
*Concerns?*  
*Challenges?*

Thank you

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Philanthropy

