

Unleashing the Power of Philanthropy

Creating A Culture of Philanthropy



NATIONAL COALITION
for **HOMELESS VETERANS**

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HARTSOOK

Philanthropy

- Love of mankind
- Active effort to promote human welfare
- Goodwill to fellow members of the human race
- Also:
 - benevolence, generosity, humanitarianism, public-spiritedness, altruism, social conscience, charity, charitableness, brotherly love, magnanimity, munificence, liberality, largesse, open handedness, bountifulness, beneficence, unselfishness, humanity, kindness, kindheartedness, compassion

Culture

- Reflects organization's beliefs, values
- How organizations "do things"
- Active effort to promote human welfare
- Goodwill to fellow members of the human race
- Also:
 - the beliefs, customs, arts, etc., of a particular society, group, place, or times

Culture of Philanthropy

Value Placed On

- Mission
- Impact of philanthropy
- Appreciation/Gratitude
- Communication
- Customer” Service

Reflected in leadership – Every person, every department

Starting from the Beginning

- Define values
- Articulate goals
- Evaluate/measure
- Make expectations known

Evaluate

Measure today:

- Knowledge about mission
- Understanding of role of fundraising
- Understanding of fundraising goals
- Communication
- Appreciation
- Understanding of role in fundraising

Core Values

- Fundamental beliefs of an organization
- Personal and organizational values

Examples

- Innovation
- Environmental sustainability
- Work hard, play hard
- *Gratitude, celebrating philanthropy, being good partners*

Goals

- What does an ideal organization, department, staff member, or board member look like?
- What will you do to influence the philanthropic culture of your organization?
- What can change? What will change?
- Establish priorities

Define and Communicate

- Articulate and communicate
- Internal messaging/attitudes are key
- Train, guide and reinforce

Evaluate

Relationship-focused, intentional, learned, critical behaviors:

- Appreciation
- Communication
- Responsiveness

Relationship Fundraising*

From a donor's perspective, this approach addresses how the organization:

- Finds you
- Gets to know you
- Keeps in touch with you
- Tries to ensure that you get what you want from it in every aspect of its dealings with you
- Checks that you are getting what it promised you
- Seeks your advice and input
- Shows it values you

**Based on research from first Hartsook Chair Adrian Sargeant, PhD*

Getting Better: “Customer Service”

External:

- Measure and Improve
 - Relationship
 - Satisfaction
 - Appreciation
- “We want a 10 out of 10”

Getting Better: Evaluate

Measure again (Internal):

- Knowledge about mission
- Understanding of fundraising goals
- Understanding of role of fundraising and philanthropy
- Communication
- Appreciation
- Understanding of role in fundraising

Effects of Philanthropic Culture

- Living, breathing, mission-driven organization
- Passionate, driven leaders who understand:
 - Why are they here
 - Impact of their work
- Engaged community
- Increased philanthropy

Your Role

Whose responsibility is it?

- Teams reflect their leadership
 - Lead at every level
 - Be accountable
 - Be intentional
- Connect
- Communicate

Persevere

It's about the lives you change

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Questions

Comments

Discussion

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THANK YOU!



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