



# Creating A Culture of Philanthropy

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**Everyone in your organization is responsible for philanthropy.**



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**Everyone either contributes to making it happen, or to making it unlikely to happen.**



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**Donors don't care which department you work in.**

**They see one organization.**



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## **What Exactly is It?**

- Tangible connection between services and giving
- Attitude that embraces relationship building
- Involves everyone in fund development
- Empowers everyone to be an ambassador

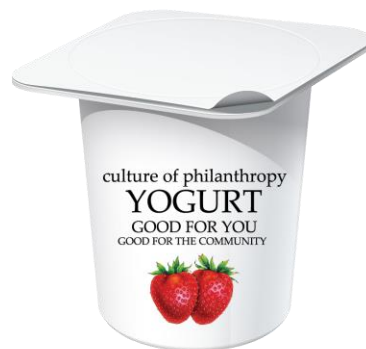
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## Benefits

- The more you do it, the easier it gets
- More shared stories
- Less fear
- Improved morale



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**Improved Morale**



**Less Turnover**



**Stronger Relationships**



**Higher Donor Retention**



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## **What Does it Look Like?**

- Every staff member donates generously
- Every board member donates generously
- Program staff reports on impact
- Finance supports investment in development
- Marketing and Communications staff collaborate

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## Why “Front Line” Staff are so Important

- Face of the organization
- More frequent contact with volunteers and visitors
- Direct involvement with mission
- Lack of “fundraiser” in title



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## Why Volunteers Are So Important

- Widen reach into the community
- Inspire others
- Offer unique perspective because volunteer, not staff



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# It Starts Within

- All Staff (programs, marketing, finance, etc.)
- Board
- Volunteers
- Clients
- Internal Stewardship



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# How to Implement

## Staff

- ✓ New staff orientation
- ✓ Mission moments at staff meetings
- ✓ Awareness of comments



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## Board Members

- ✓ Recruitment interviews
- ✓ Job descriptions
- ✓ Orientation
- ✓ Training
- ✓ 100% giving



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## Everyone Can:

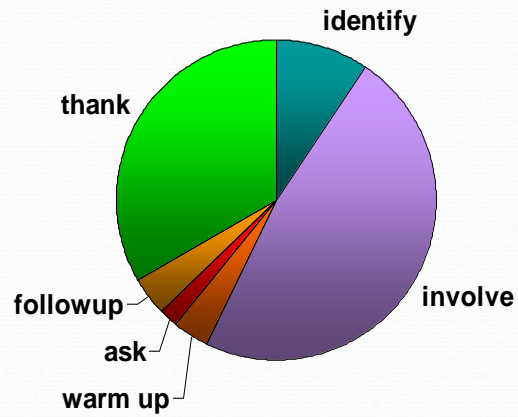
- Cultivate relationships with the community
- Engage donors in the mission
- Understand and communicate case for giving
- Upgrade their support



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# The Fundraising Cycle



Gail Perry Associates

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## Perception = Reality

- Salaried vs. Hourly



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## Perception = Reality

- The girls in the back...



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## Perception = Reality

- The other side...



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## Put it in Action



- Work front desk
- Enter donor data
- Workers participate in Giving Day thanks
- College students make thank you calls
- Counselors, teachers write thank you notes
- Executive Director folds letters

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## Real Stories



- Billing Clerk  \$40,000
- Radiology Tech  \$50,000
- Communications Director  \$500,000
- Director of 1<sup>st</sup> Impressions  \$1 Million

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If you change  
nothing ...  
nothing will  
change.



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**Thank You!**

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