

Building A Culture of Philanthropy:

Glenda Hicks, Arlene Siller, Michele Williers

“Culture eats strategy for breakfast.” There’s lots of research and writing about the importance of organizational culture. So let’s talk about philanthropic culture – and why could/would/should it mean and why it works. As a charitable organization (501(c)3), philanthropy must be essential to your organizational culture. First, focusing on culture, preparedness/readiness then strategy & implementation to align with fiscal connections.

Session Objectives: to provide Region B Parent Centers with the tools to build a philanthropic culture, where mission comes first, then money follows. You will learn that donors are partners, not transactions; board members are ambassadors, not bystanders; employees are producers, not just performers; a development plan is key to sustainability; and fundraising is honored, not avoided. You will leave with a better understanding of: a readiness mindset, how to implement key organizational development strategies and what success could look like aligned with your fiscal connections and budgets. When there is an organization-wide mindset that philanthropy is vital to your nonprofit’s existence, then fundraising practices and processes belong to everyone.