



Rachel MUIR

CREATING A CULTURE OF PHILANTHROPY

August 12, 2021 | Qgiv

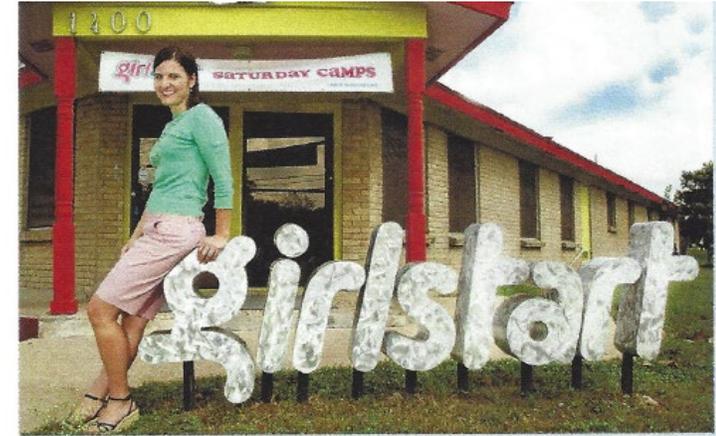


Rachel Muir, CFRE

- Founder: Girlstart
- Featured on: Oprah, CNN, the Today Show
- AFP Outstanding Fundraiser of the Year
- What Rachel does: custom training, board retreats, online classes
- Weaknesses: chips, queso

 @rachelmuir

www.rachelmuir.com



Type questions anytime

You **will** get the recording

Slides:

rachelmuircom/handouts





Rachel Muir, CFRE

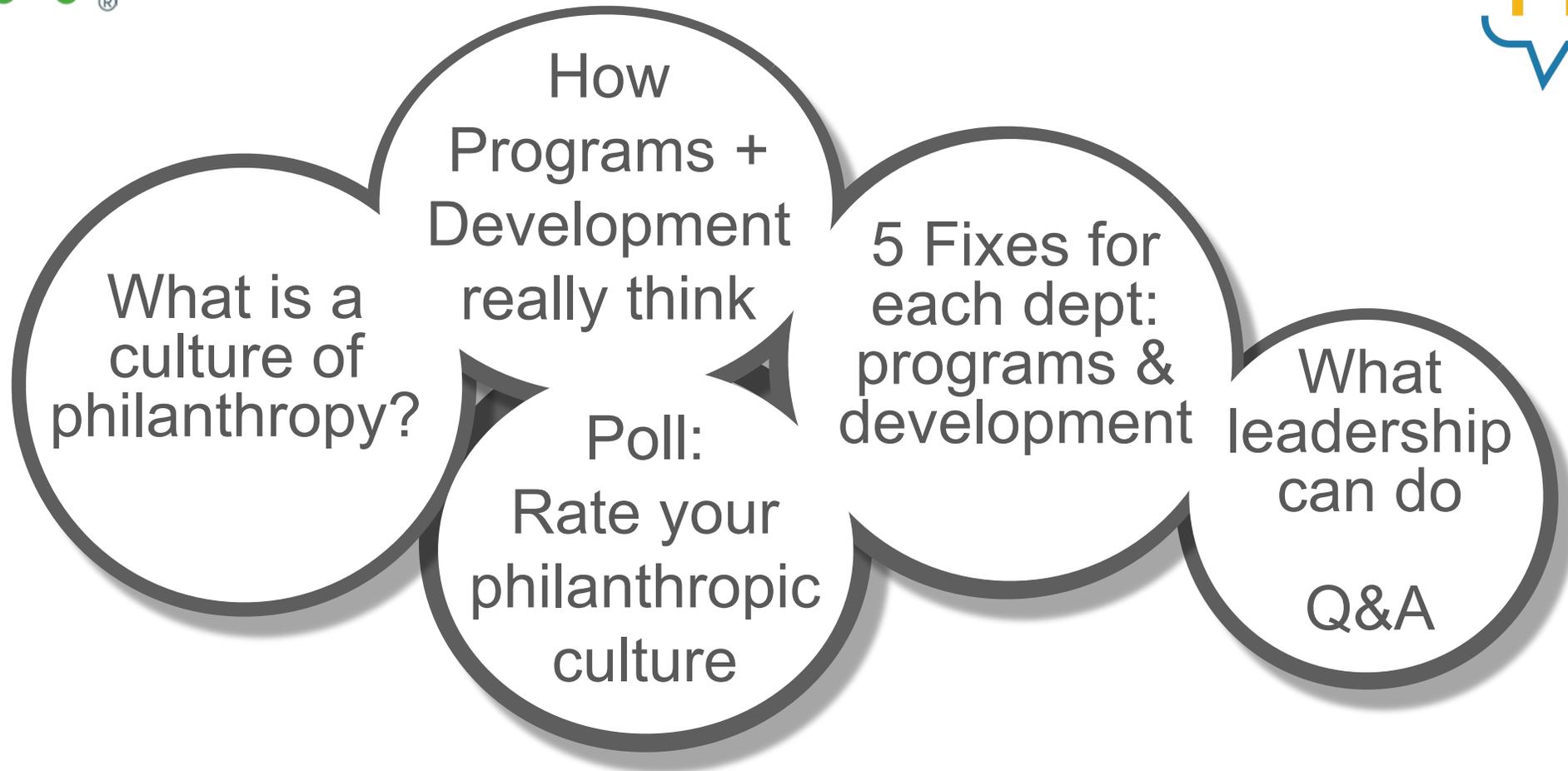
Fluent in board,
CEO, development,
programs, &
marketing.

**Speaker, trainer and nationally
recognized non profit founder and
thought leader.**

GET TO KNOW RACHEL

rachel@rachelmuir.com

Slides: www.rachelmuir.com/handouts



Creating a Culture of Philanthropy

Today = 1 CFRE credits



I brought party favors!



GIRLS LEAD SAMPLE

2020 BOARD MEMBER PLAN

Thank you for stepping up as a board member to prepare girls for a lifetime of leadership! Your contributions as board member will build girls of courage, confidence and character who make the world a better place.

We don't take our mission (or your commitment) lightly. There's a lot to be done. We ask you to bring a positive fundraising attitude, your skills, time, and effort. While you're on our board we ask to be one of your top three charitable commitments. What can you expect from us? Training and support to be effective, a variety of engagement options to choose from and choice in how and when you give.

To accomplish this, we've crafted an "all you can eat" menu of philanthropic opportunities to give board members lots of variety in how you support our mission. Please select what interests you and we'll follow up accordingly. We encourage you to mark all the areas that interest you.

DIRECTOR or Development Director.

- Host event in my home to introduce Girls Lead to my network. Best month(s): _____
- Identify potential donors (individuals, organizations, business, etc.) and share their contact information with staff.
- Be assigned up to 3 major gift prospects to cultivate through personal visits and/or phone calls.

AMBASSADOR

- Be a greeter at the Inspire a Girl brunch.
- Recruit committee members for Inspire a Girl.
- Bring interested friends and acquaintances for a tour of our facility.
- Bring interested friends and acquaintances to hear a presentation from staff or outside speaker.
- Use my social networking resources to send out information on the organization or an issue we are dealing with to my network of friends for the purpose of raising their awareness of our programs.
- Identify opportunities to introduce our Executive Director or Development Director as a speaker.
- Write (or record) my own personal story about why I serve and give to Girls Lead.

STEWARDSHIP

- Introduce myself as a Girls Lead Board Member at networking and community events.
- Write donor thank you cards (we'll give you sample scripts + materials)
- Call and thank donors (we'll give you sample scripts + donor information)

CULTIVATION

- Invite the Executive Director or Development Director as my guest at a community/business event.
- Serve as a table captain at the Inspire a Girl brunch and fill my table.
- Organize a group of friends and/or colleagues for a girl event, or volunteer workday
- Introduce my company's leadership to the Executive Director or Development Director.
- Join staff on a discovery visit to get to know prospective donors and their interests.
- Post Girls Lead events to my social networks.
- Make a "personal treasure map" identifying 5-10 people to invite to: a free feel good cultivation event, Girls Lead activity, or breakfast/lunch/meeting with the Executive Director.

ASKER

- Write personal notes to addressees on fundraising letters. (Sample notes might read "I hope you'll join me in supporting Girls Lead" and can be written on the top in ink or added with a post-it note)
- Initiate conversations with potential donors for the purpose of assessing their interest in making a gift, update staff accordingly, help advance the relationship and participate in making the ask.
- Use my social networking resources to asks to my contacts to give.
- Write personal emails and/or make personal phone calls to invite people to become donors.
- Serve on the Inspire a Girl "Sponsorship Committee" or "Champions/Host Committee" as a solicitor of sponsorships using my contacts or contacts provided to me.

Did we leave anything out? If you've got ideas for other ways you want to engage tell us here!

Thank you for your service!

Signature: _____ Date: _____

www.RachelMuir.com/guides

Culture is by far the most important thing most organizations never deal with.



Download today's slides: www.rachelmuir.com/handouts

What Is a Culture of Philanthropy?

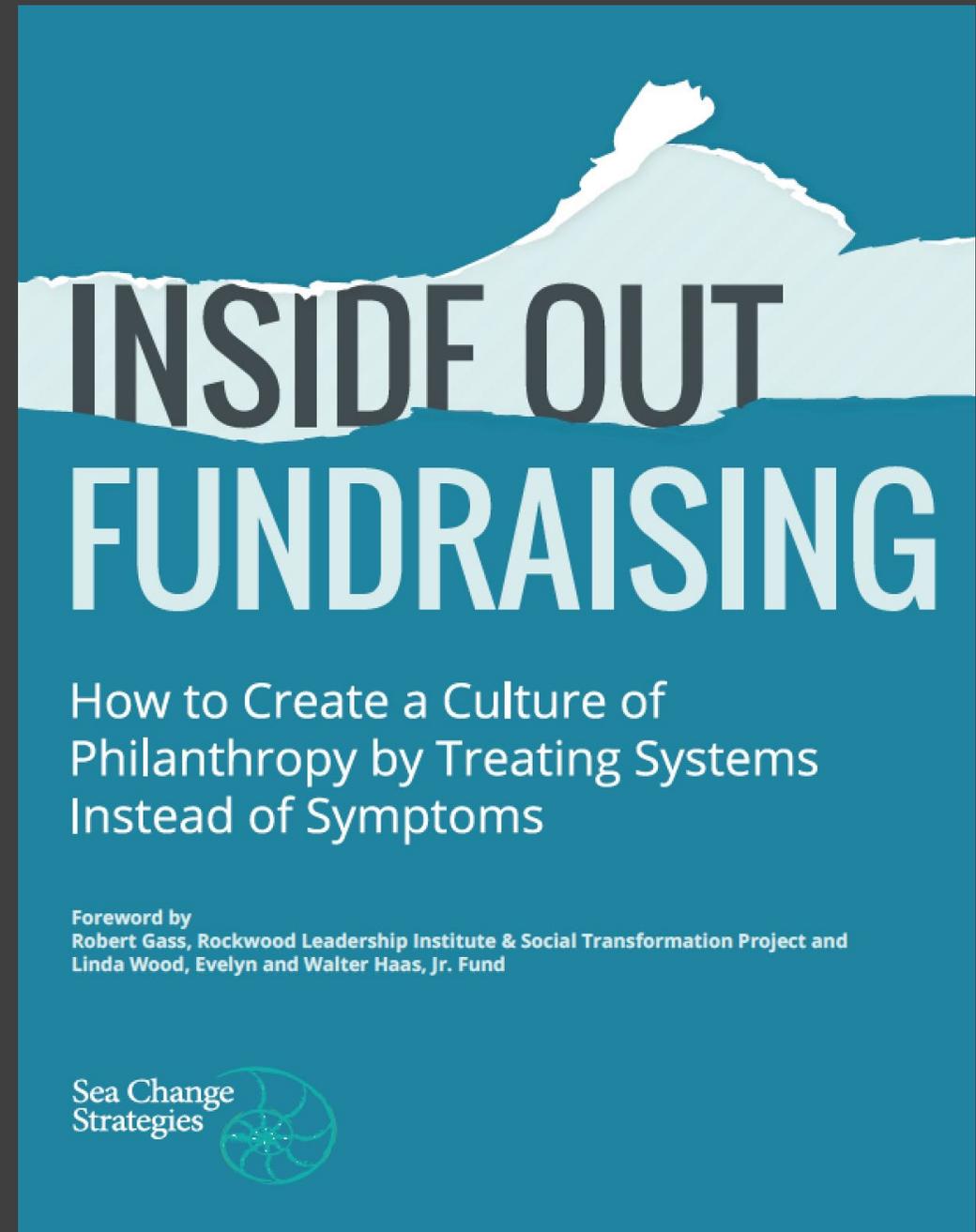
“Generally, a culture of philanthropy is one in which everyone—board, staff and executive director—has a part to play in raising resources for the organization...”

“**It’s about relationships, not just money.** It’s as much about keeping donors as acquiring new ones and seeing them as having more than just money to bring to the table.

“And it’s a culture in which fund development is a valued and mission-aligned component of everything the organization does.”

How Close Are We?

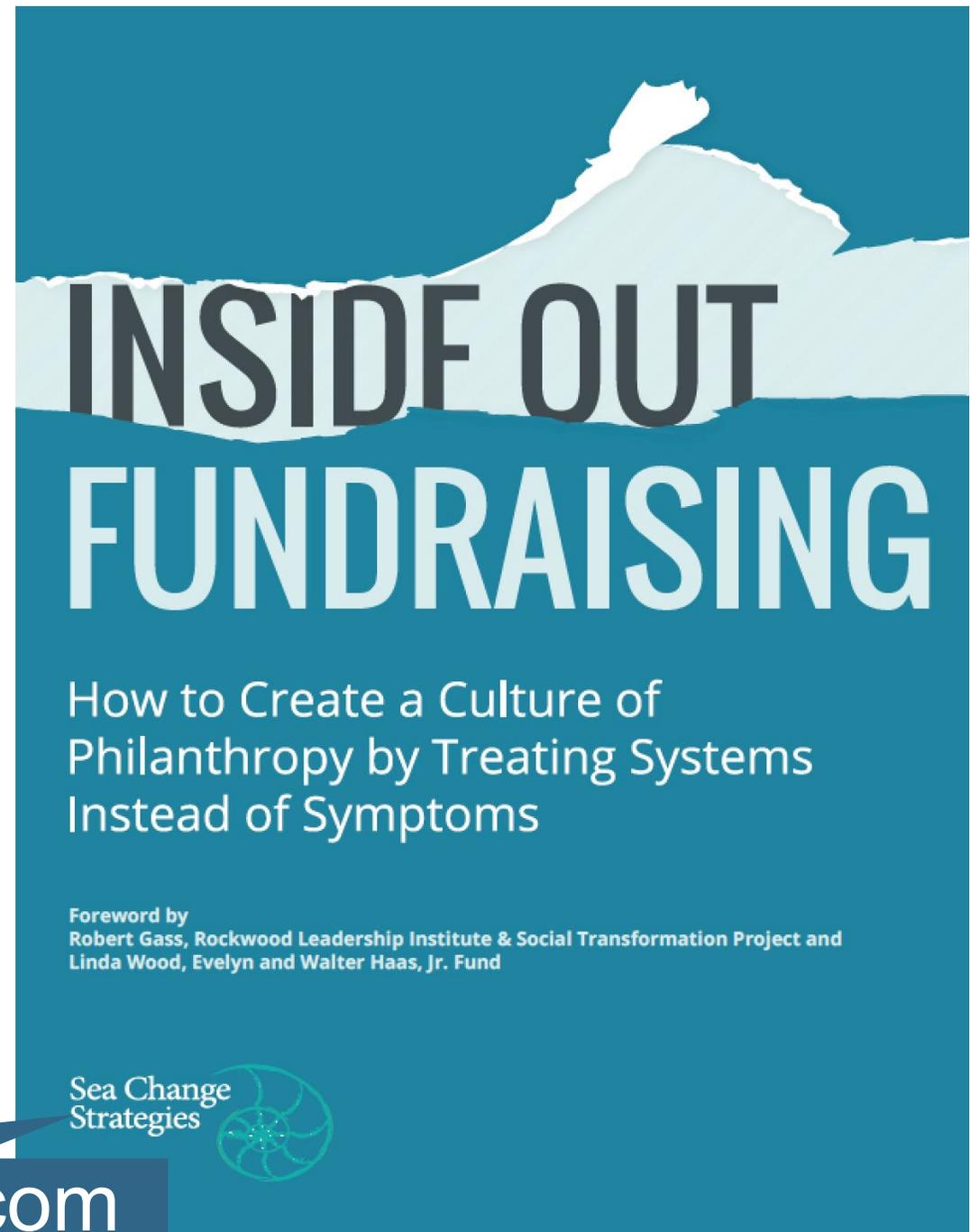
- Surveyed more than 300 non profit leaders
- In-depth interviews
- What's working?
What's broken?



1 in 5

fundraisers say
their
organization
has a strong
culture of
philanthropy

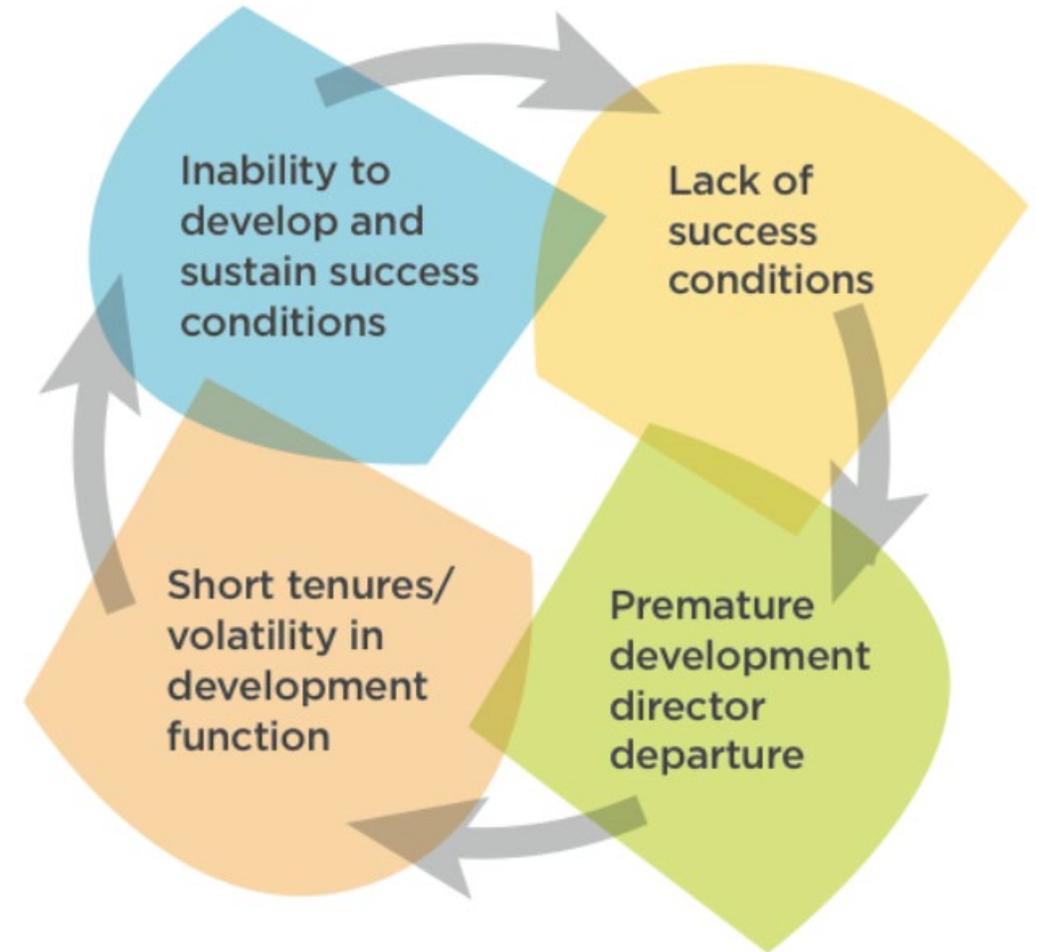
www.seachangestrategies.com



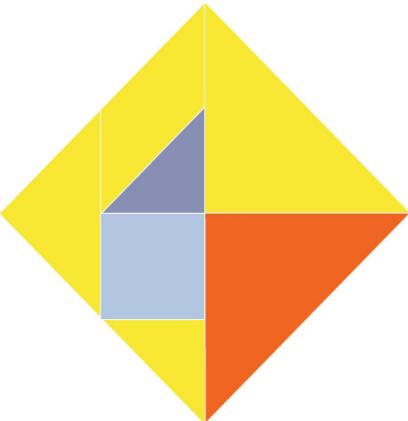
Could your
greatest
fundraising
challenge be
coming from
INSIDE your
organization?



The Vicious Cycle



evelyn & walter
HAAS JR. fund



BEYOND FUNDRAISING:
WHAT DOES IT MEAN TO BUILD A CULTURE OF PHILANTHROPY?

By Cynthia M. Gibson

UNDERDEVELOPED
A National Study of Challenges Facing Nonprofit Fundraising

A Joint Project of CompassPoint and The Center for Nonprofit Organizations

Executive Director: Jeanne Bell & Maria Cornelius
Project Director: Jill Casey
Co-Directors: Phil Logan

This study reveals that many nonprofit organizations are stuck in a vicious cycle that threatens their ability to raise the resources they need to succeed.

evelyn & walter
HAAS JR. fund
CompassPoint

Learn more at: www.haasjr.org/resources/beyond-fundraising

Fundraising
with weak
culture is like
driving with
the
emergency
brake on



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Poor relations
between the CEO
and the Dev
director

Unrealistic budget
targets

Lack of resources
to invest in
fundraising
(money staff, etc...)

Bad or insufficient
data and analysis

Poor cooperation
between
fundraisers and
program staff

Poor cooperation
between
fundraisers and
communication
staff

Attribution of
donations across
fundraising teams

High staff
turnover



SYMPTOMS

Type your 3
adjectives
in to the
chat box

Current State Poll:

What three adjectives
would you use to
describe your
organizations culture
as it relates to
fundraising?

Five Intervention Points to Build a Culture of Philanthropy

Senior leadership

The Golden Trio – Fundraising,
Communications and Programs

Set and Reward the Right Goals

Identify or Revisit Your Core Values

Treat the Donor As a Partner



How does your
organization
compare?

Let's take a
quiz with
8 questions ...

Mark on piece of paper: YES, SOMETIMES or NO

- ✓ Do you have an involved, contributing board of directors that values and participates in fundraising?
- ✓ Do marketing, finance and program staff support and value fundraising?
- ✓ Do your CEO and development director have a strong and trusting relationship?
- ✓ Are staff all departments (fundraising, programs, marketing) seen as equal and valued partners in the organization?

Mark on piece of paper: YES, SOMETIMES or NO

- ✓ Are conflicts between departments resolved quickly and responsibly?
- ✓ Is fundraising adequately funded, planned for and staffed with enough resources to function well?
- ✓ Does your organization have low staff turnover, especially in development?
- ✓ Does your organization value donor retention over donor acquisition?

A+

**Type the # of times you
said “no” into the chat.**

**If you answered “no” to
more than 3 questions you
have culture of philanthropy
work to do.**

Type your
answer into
the chat
box!

Future state:

If you could wave a magic wand, what three words do you wish you could say describes your organization's culture when it comes to fundraising?

“

Programs and development had a crappy divorce and they're only speaking to each other because of the kids.”

Alia McKee, Sea Change Strategies



@rachelmuir

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What the Conflicts Feel Like



What it looks like
to everyone else



**Why can't
we be
friends?**





Felix, gimmie a story that's a tear jerker.

You told a donor we're going to do WHAT?

Development
May wish programs were more flexible and nimble
May feel like interrupting programs with donor visits
Wants emotional stories from front lines
Lives the "dream"

Programs
May not know donors
May feel intimidated by donors
Can feel at the whim of "cause du jour"
Lives the "what" and the "how"



Celebrated gifts, wins & encouraged storytelling

Explored myriad program benefits

Filtered decisions through mission & core values

Brought in a trainer

How we turned it around

GREAT
BRANDS

DON'T JUST
HAPPEN



Neither do
great
organizational
cultures!

What makes power couples powerful?



Meet the fundraiser.

- Lives in the “dream” and the “what if”.
- Glass is half full.
- Has every last donor/gala detail but may forget editorial calendar or program milestones.
- Seeks relationships, connections, and meaning.
- Drivers: Winning, gifts, engagement.

What she wishes you knew...



The pressure to raise
money is relentless
and intense



WHEN THE



SPANX COME OFF

The donor may not know
(or care) about 99% of the
work we do





Fundraising is emotional and personal.

Fundraising is
driven by works,
not by what we
wished worked.

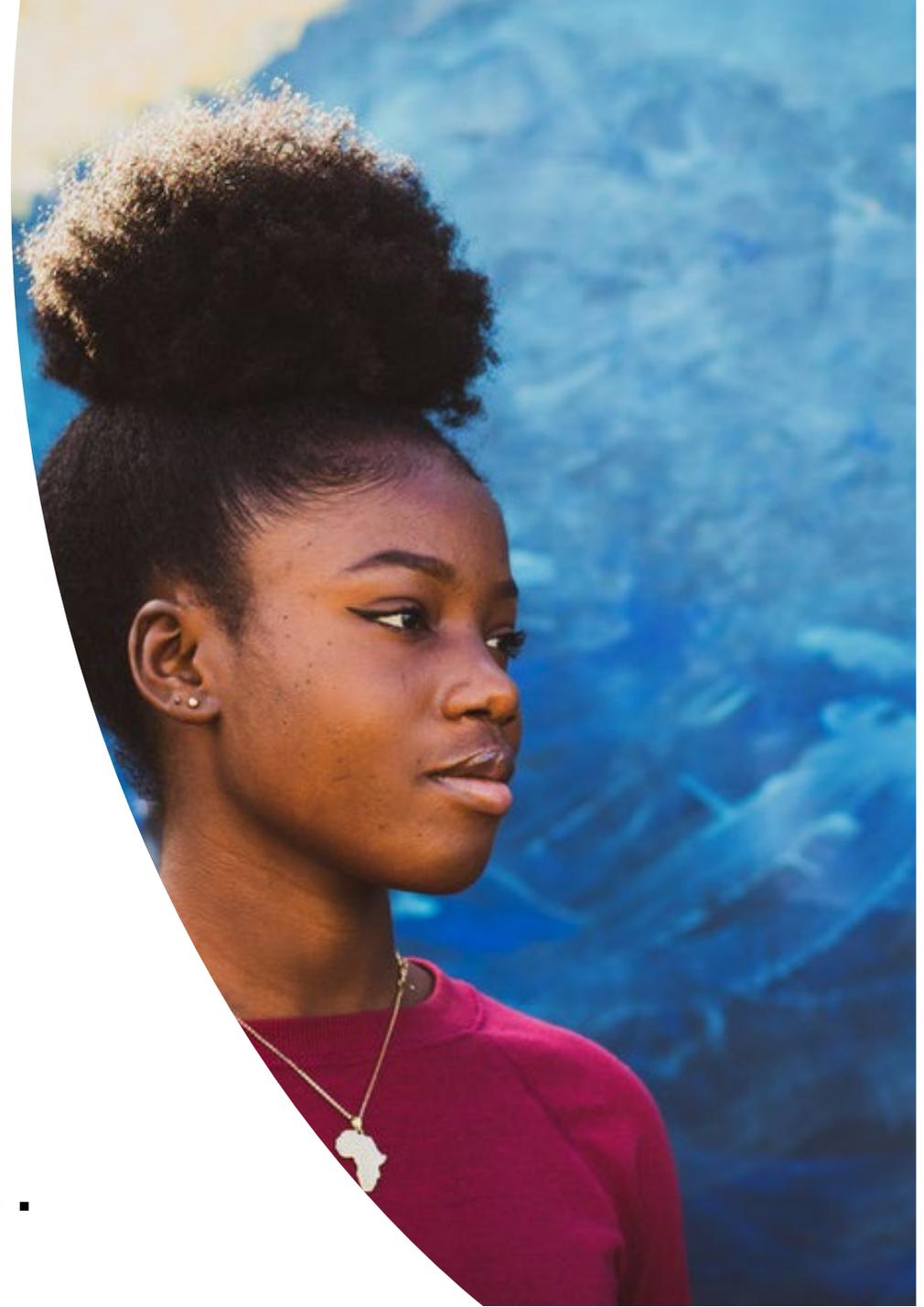


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Meet Programs.

- Smart, noble, trustworthy, methodical and dedicated.
- Live in the here and now. The “what” and the “how”.
- Drivers: Passion, impact and progress.

What programs wishes you knew...



The boards “big goals” sound good on paper but could bankrupt us.



A wooden-framed sign with a black background and white cursive text is placed on a wooden table. The background is a blurred restaurant interior with warm lighting and tables.

Today's special

Fundraising goals can appear to change on a dime by the whim of donors or whatever cause is “in”.

We have serious responsibilities involving the safety, wellbeing & welfare of girls that have nothing to do with fundraising.



Even though we're the boots on the ground we can feel invisible next to the attention, glory and praise development gets.



You think out loud
and we can't tell
what's an idea or a
mandate!

A glowing lightbulb is positioned inside a large, hand-drawn thought bubble. The thought bubble is connected to several smaller, circular thought bubbles of varying sizes, all drawn with a white, chalk-like texture on a dark background. The lightbulb is lit, with a warm yellow glow emanating from it.

“Are we just thinking out loud
and brainstorming ideas or is
this a command?”

How the heck do we solve it?





Prepare program staff (donor cheat sheet)

Shadow programs in field

Sit in program planning meetings

Build development plan with programs input

Steward program staff like donors

5 things development can do



Sit in on development planning meetings

Build donor showcase into program events

Shadow development on an ask

Tell development who clients are

Give development program cheat sheets

5 things programs can do

Articulate culture
in handbook,
interviews

Reward
assists and
points scored

Clearly articulate
fundraising
expectations for
CEO, board & staff

7 ways for leadership to create a culture of philanthropy

Provide training
(board + staff)
and coaching

Celebrate what
you want more
of

Craft (or revise)
your core values

Set a model
example



GETTING YOUR BOARD TO
EMBRACE FUNDRAISING



Focus on the rewards of how

GOOD GIVING FEELS

What kind of giving feels best?

A woman with dark, curly hair, wearing an orange blazer, is smiling and talking on a silver smartphone. She is looking slightly to the right of the camera.

“Donors feel happiest if they give to a charity via a friend, relative or social connection rather than an anonymous donation.”

Source: International Journal of Happiness and Development, 2013

“I don’t want to ask my friends.”

Truth

- They likely share your values
- They want to help
- Our work as volunteers is a source of pride for them

Source: Andy Robinson,
What every board member needs to know, do and avoid



How to introduce fundraising expectations

Board members provide...

- Positive fundraising attitude
- Skills, time, effort
- Give generously – 1 of top 3 charitable commitments while on the board

What you can expect in return...

- Training & support to be effective
- Engagement options (fundraising menu)
- Choice in how and when you give (online, monthly installments, events, etc)

I brought party favors!



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Questions?

A woman with long brown hair and glasses, wearing a bright green short-sleeved top and a gold necklace with a circular pendant, is sitting on a brown leather couch. She is looking towards the right with a slight smile. In front of her is a black laptop. To her left is a colorful geometric patterned pillow with shades of white, yellow, orange, and red. To her right is a white pillow with the text "GOOD VIBES" in bold black letters. The background wall has a light-colored, repeating fan-like pattern. A white speech bubble with a black outline is positioned above her head, containing the text "THANK YOU!".

THANK YOU!

Rachel@rachelmuir.com Slides-> www.rachelmuir.com/handouts

Monthly training with Rachel (only \$49)



Learn more at: www.leagueofextraordinaryfundraisers.com