



Bold Leadership. Transformative Fundraising.

Top 10 Indicators of Philanthropic Culture Scorecard

1. Your Board and leadership can both pronounce and spell the word "philanthropy?"

	1. Philanthro-what?	2. I can pronounce but not spell the word!	3. Yes to both! And I use the word sometimes.	4. We speak this language - internally and externally!	5. Our organization even knows the difference between philanthropy and fundraising.
How would you rate your Development Department?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your Organization?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. When someone calls to make a donation the receptionist knows who you are and what you do?

	1. What receptionist?!?	2. I'm not sure they can match my name to my face.	3. Oh yea! All donation inquiries go to my office, phone, or email.	4. They assist me with donations and fundraising activities as needed.	5. They are an all star! He/She can even take the donation over the phone.
How would you rate your Development Department?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How would you rate your Organization?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Accountability is a word your organization lives by, not pays lip service to.

	1.	2.	3.	4.	5.
	Is that an accounting term?	Only when volunteers, donors, or board members keep us accountable.	Accountability is hard and we try our best.	We're always working to improve our accountability.	We live and breathe accountability - that and transparency!

How would you rate
your Development
Department?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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How would you rate
your Organization?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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4. You recognize that your primary role is not fundraising... it's building the philanthropic culture in your organization so that philanthropic relationships can survive and thrive.

	1.	2.	3.	4.	5.
	I don't really like people!	I like people but they don't seem to like me!	Some people are awesome but some people I talk to for their donations only.	I love the people, their stories, and the donations.	I do this for the relationships and connections I make.

How would you rate
your Development
Department?

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How would you rate
your Organization?

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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5. Your organizational leadership understands/acknowledges the difference between philanthropy, development and fundraising.

	1.	2.	3.	4.	5.
	They have their hearts in the right place but they're all over the place.	I don't think I understand the difference.	They understand the difference but I don't see it being implemented.	Our organizational leadership has strong skills in 2 of the 3 concepts.	At their core they believe in philanthropy, have setup amazing programs & fundraise like crazy

How would you rate
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How would you rate
your Organization?

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6. You have a Statement of Philanthropic Values.

	1.	2.	3.	4.	5.
	I think I heard a statement once but I don't think anyone wrote it down.	We like to treat donors the way we would like to be treated. Does that count?	I've seen a memo on how we should treat donors.	This is our mantra - I have it memorized!	It is everywhere; framed on my desk, the receptionist's desktop, & a poster in the lunch room.
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7. Development is a core function that is long term, strategic and responsive to community needs.

	1.	2.	3.	4.	5.
	We like to wing it!	Our development plans are always fluctuating and we can't seem to get ahead.	We plan for the next 6 months to a year!	Our development plan consists of goals for the next year to 3 years.	We have quarterly, yearly, 3 year and 5 year development plans and we rock them!
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How would you rate your Organization?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Fundraising is everyone's job.

	1.	2.	3.	4.	5.
	No it's JUST my job!	I like to delegate fundraising tasks when I need help - which is rarely!	There's a small group (3-5) of us who are happy to fundraise for the whole organization.	We all know how to fundraise but some of us prefer not to.	We are all fully trained and our fundraising game has been all about teamwork!
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How would you rate your Organization?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. 100% of your Board makes annual philanthropic gifts to your organization. And, your Board demonstrates its ownership of fundraising and all board members participate in fundraising, but not all in the same way.

- | | | | | | | |
|--|---|---|--|---|---|---|
| | 1. | 2. | | 3. | 4. | 5. |
| | They are very sweet with good intentions and no follow through. | We have one board member who knows their stuff and others too nervous to try. | | 50% are committed to our mission but not our fundraising. | 90% of our Board Members excel at this. 10% are "too busy." | Our Board Members are better than yours! They each contribute to their strengths and fundraise. |

How would you rate your Development Department?

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How would you rate your Organization?

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10. Donors are viewed as stakeholders in your organization.

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|--|----------------------------|---|---|---|---|
| | 1. | 2. | 3. | 4. | 5. |
| | Donor's - What a nuisance! | Donors...you mean my rich best friends? | I've got my targets set and they're the donors! You should see the Bulls-eye! | We love our donors and they feel like family. | Our donors are as involved with our organization as I am. They are fantastic! |

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How would you rate your Organization?

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Scoring:

10-20 points:

Philanthropy and your organization do not seem to be on speaking terms. It's time for a cultural overhaul and new philanthropic beliefs followed by action need to be implemented.

21-40 points:

Philanthropy as a culture exists in your organization but it needs to be nurtured. There's room for growth and increased success!

41-50 points:

Your organization is living and breathing Philanthropy! If you noticed gaps in your organizational culture, you can easily improve them.

How did you score?

If you would like more information on how to improve your Philanthropic Culture, contact us at 1.403.210.3157 or email us at info@vitreogroup.ca

We would be glad to help!

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