

Development Companion

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A PRACTICAL GUIDE FOR CEO'S & DEVELOPMENT PROFESSIONALS FROM DEWITT & ASSOCIATES

“The More Things Change . . . You Know the Rest!”

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Fundraising or Philanthropy?

Remember when we were all concerned over Y2K, that momentous entry into the 21st Century? Seems like eons ago, doesn't it? Truth to tell, when all was said and one (and much more was *said* than done, don't you agree?), nothing seemed to change, except the calendar. The world kept spinning on its axis. Computers still worked. Life went on, as usual.

However, those of us who call ourselves *fundraisers*, or some related title, have noticed a shift that is indeed worth mentioning. It is nowhere near as seismic as what we thought might happen but worth nothing nonetheless. That change is the subject of this article.

At our recent National Philanthropy Workshop, speaker Jay Love, CEO & Co-founder of Bloomerang (which “helps nonprofit organizations to reach, engage and retain the advocates they depend on to achieve their vision for a better world”), produced a handout that differentiated between *Fundraising*,

as we used to know it, and *Philanthropy*, as we currently prefer to name it. His document lists 21 difference between the “old” way and the “new.”

These documents come from a much longer report by Cynthia Gibson, “Beyond Fundraising: What Does It Mean to Build A Culture Of Philanthropy,” published by the Evelyn and Walter Haas Jr. Fund (San Francisco) (website, <http://www.haasjr.org>). It is reprinted with their permission and with extreme appreciation by the author of this document.

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Four Core Components to Philanthropy

By way of introduction, Here are Ms. Gibson's Four Core Components to Philanthropy.

1. Shared responsibility for development

The primary responsibility of the development staff is to build a philanthropic culture serving as facilitators, catalysts, advocates, and stewards.

2. Integration and alignment with mission

Fund development is a valued and mission-aligned component of the organization's overall work rather than a standalone function.

3. Focus on fundraising as engagement

The organization creates opportunities for authentic and meaningful engagement of all kinds. Fundraising, communications, marketing, and volunteer management collaborate and are viewed by stakeholders as seamless.

4. Strong donor relationships

Donors are viewed as authentic partners in the mission, not simply as dollar signs. It's not about transactions and mechanics it's about people's interests and values.

Viva la Difference!

In a <i>Fundraising Culture</i>	In a Culture of <i>Philanthropy</i>
Development staff is responsible	Everyone in the organization shares some responsibility for generating private gift resources
It's all about the money	It's all about the relationships
Donors = money	Donors = skills, talent, time and money
Donors are contacted when money is needed	Donors are contacted regularly with invitations to participate in activities, progress updates, and information about how their contributions are making a difference
Fundraising and engagement are siloed and often have different "lists"	There is one list for every person who's affiliated with the organization in some way (volunteers, customers, donors)
Fundraising is seen as a one-off or add-on	Fundraising is incorporated into and across every staff position and activity in the organization
Culture is seen as "touchy feely"	Culture is the most important factor in determining an organization's effectiveness
The Board relegates fundraising to the development committee	The Board development committee directs the participation of the entire Board in fundraising
It's about acquiring donors	It's about keeping donors
The focus is on short-term tactics like appeals and events	The focus is on the longer-term strategy behind the tactics
Mission, program goals and operations are separate from revenue generation	Mission, program goals, and operations are aligned with revenue generation
The organization functions with a scarcity mindset	The organization functions with a mindset of abundance
The organization's leaders make decisions based on what's available	The organization's leaders make decisions based on what the community needs and a shared vision of how to meet that need
The community isn't engaged	The community is intentionally engaged and participates

All of us at DeWitt & Associates wish you and your families the happiest of holidays and a joyous new year!



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