

Culture of Philanthropy: Assessing the Culture in Your Organization



Instructions: Read the Assessment Factor then circle the number in the Rating column that relates most closely to where your organization lies along a continuum of moving from having “Fundraising as a Function” (with a score of 1) to having a true “Culture of Philanthropy” (with a score of 5).

Assessment Factor	Fundraising as a Function	Rating	Culture of Philanthropy
Asking for Gifts	Requests are based on organizational needs; focused internally	1 2 3 4 5	Requests are based on shared desire of donor & organization to meet community need(s)
Talking about Results	Language is revenue-oriented: budget shortfall, raise X dollars	1 2 3 4 5	Language is donor-oriented: make a difference, have an impact, put your resources to good use
Celebrating Success	Celebrates reaching dollar goals	1 2 3 4 5	Celebrates outcomes/results & the spirit of giving
Fundraising Timeframe	Short-term horizon: this fiscal year	1 2 3 4 5	Long-term horizon: strategic plans & vision, multiple years
Communications	Annual Report includes donor list	1 2 3 4 5	All publications feature donor stories, describe impact, tell how to give
Website	Website has static development information	1 2 3 4 5	Website has online giving, interactive & dynamic content, drives to/from other media
Organization’s View of Development	Fundraising is avoided, awkward, stressful	1 2 3 4 5	Philanthropy is modeled by CEO & taught at all staff levels
What Other Staff Know About Development	Management, staff & Board wonder what development is and what development staff does	1 2 3 4 5	Management, staff & Board understand how philanthropy makes a difference
Staff Involvement in Development	Staff & Board hate to fundraise	1 2 3 4 5	Staff & Board refer potential donors, participate in cultivation & stewardship activities, give regularly
CDO’s Position in the Organization	CDO occasionally attends management meetings	1 2 3 4 5	CDO reports directly to CEO, is a peer on executive team, attends & presents at Board meetings
Cost of Fundraising	Development is seen as a cost center	1 2 3 4 5	Development is seen as a revenue center, ROI is valued, organization invests in development
Board Involvement in Fundraising	Some Board members give, few (if any) Board members ask for gifts	1 2 3 4 5	100% Board participation in giving & asking (every year)
Transparency	Limited information sharing within organization	1 2 3 4 5	Transparent, open information sharing within and outside organization
Degree of Isolation	Limited contact with other fundraisers	1 2 3 4 5	Networking with peers is encouraged; continuing education is valued
Motivation for Giving	Give until it hurts, “sacrificial” giving	1 2 3 4 5	Give because it feels good, adds meaning