

## 20 Questions – Assessing our Culture of Philanthropy

*Research shows that to be truly successful over the long haul, a nonprofit organization needs to foster a culture of philanthropy. But, what is a culture of philanthropy and how do we know if we have one? A culture of philanthropy is not based on how much money is raised, but rather reflects an organization where EVERYONE recognizes the value and importance of fundraising and giving.*

*Organizations don't just "get" a culture of philanthropy. They have to work at it. Below are 20 indicators that reflect a culture of philanthropy. Please rate how you think the Methow Conservancy is doing on each indicator. We will use the results to help us identify what we need to work on organizationally in the next year.*

1. 100% of the Board and staff leadership support the organization through their personal giving and they make their commitments before asking others.

1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree

2. All Board and staff members can answer 1) the size of our operating budget, 2) our top three sources of revenue, 3) our top expense, and 4) where we are in our fundraising.

1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree

3. All Board and staff can state with enthusiasm the organization's mission statement.

1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree

4. All Board and staff can easily answer the question of "what's new at the Methow Conservancy" with at least two good examples/stories.

1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree

5. Everyone understands the important role donors play as partners in our mission and all are willing to do what is necessary to support the effort of engaging donors. Everyone behaves as the organization's ambassador.

1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree

6. Giving expectations and the role of the Board as being community ambassadors are discussed with prospective Board members before they are elected to the Board.

1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree

7. All new staff are made aware of their role as ambassadors (beyond other job duties) before they join.

1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree

8. Good cultivation and stewardship are provided to all donors. The organization is faithful in reminding all donors throughout the year of the impact of their giving and how important they are as partners.

1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree

9. Donors are always thanked and shown impact before they are asked for additional gifts.

1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree

10. The Executive Director, supported by development staff, spends significant time building relationships with donors and understands the importance of this role.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree
11. Donor visits are not made up of staff and volunteers doing all the talking, but are spent in two way conversations where donors also ask thoughtful questions.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree
12. The Board has allocated sufficient resources to employ fundraising professionals and to provide the equipment, tools, and space to support fundraising – we recognize we need to prudently spend money to raise money.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree
13. The Development Committee partners with staff in creating a fundraising plan and serves as the champions of this plan.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree
14. We have an annual fundraising plan that includes timetables and goals.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree
15. We have an annual case for support defining how we are responding to the community’s most pressing needs.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree
16. We have clear fundraising metrics and reports that show our progress.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree
17. Fundraising goals are set based on prior experience, realistic donor relationships, and assessments of the resources available to reach goals.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree
18. Fundraising is represented on the senior staff management team.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree
19. We offer a variety of ways for people to show their support – from financial gifts to volunteer hours – and all are celebrated.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree
20. Organizationally, we agree that fundraising is not just a means to meeting our mission, but rather a part of our mission, because it is an outlet for people to show their support of our movement.
- 1 Strongly Disagree      2 Disagree      3 Perhaps      4 Agree      5 Strongly Agree