

In A Fundraising Culture...	In A Culture of Philanthropy...
Philanthropy = grants by institutions or gifts from wealthy individuals.	Philanthropy = love of mankind.
Development staff is responsible for revenue generation.	Everyone in the organization shares some responsibility for revenue generation by serving as ambassadors and building relationships with potential donors and constituents.
It's all about the money.	It's all about the relationships.
Donors = money.	Donors = skills, talents, time and money.
Donors are contacted only when money is needed.	Donors are contacted regularly with invitations to participate in activities, progress updates, and information about how their contributions are helping.
Fundraising and engagement are siloed and have different contact lists.	There is one list for every person who's affiliated with the organization in some way (e.g., volunteering, donating, organizing, etc.).
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.
Mission, program goals and operations are separate from revenue generation.	Mission, program goals and operations are aligned with revenue generation.
The focus is on short-term tactics like appeals and events.	The focus is on the longer-term strategy behind the tactics.
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 decision 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 as a partner with the organization.
Development staff/directors are relegated to secondary status.	Development staff/directors are part of the leadership team and equal partners with other senior staff; they participate in all planning, strategy, financial and organizational meetings.
Development goals aren't part of everyone's job description.	Development goals are part of everyone's job description.
Board and staff have sporadic contact.	Board and staff have regular opportunities to engage and interact.
The focus is on big gifts.	All gifts are important.
Donations come first.	Donations come after we engage people in our work.
We will win over every donor for our organization.	We will listen and refer donors to other organizations that align more closely with their aspirations.
Money is dirty.	Money is what we need to do our work.
There are rigid lines between organizations' departments, including development.	Job responsibilities and departments are more fluid; more collaboration to meet goals.

The Cycle of Fundraising Tasks

Create a Menu of Donor Engagement Activities for Each Stage of the Relationship

Identify Prospects

- 1.
- 2.
- 3.

Involve More Deeply

- 1.
- 2.
- 3.

Educate, Cultivate, Involve

- 1.
- 2.
- 3.

Thank and Recognize

- 1.
- 2.
- 3.

The Ask

- 1.
- 2.
- 3.



Maximizing Your Role as a Board Member: The AAA Way

How many options did you choose?

As an Ambassador, I will:

- o Identify and cultivate those in my circle of friends/colleagues who would be interested in supporting our programs.
- o Host a private cultivation or donor recognition gathering (at my home/at a public venue/at the organization).
- o Take (#) of people to lunch each quarter.
- o Invite my best prospects to be my guests at appropriate functions, special tours, lectures, etc.
- o Help to steward relationships with our prospects and donors through writing notes, participating in Thankathons, hosting donor events, etc.

Other: _____

Please provide your comments or other ideas for getting involved

Maximizing Your Role as a Board Member: The AAA Way

How many options did you choose?

As an Advocate, I will:

- o Represent the organization at public functions (as an attendee/as a speaker)
- o Become part of a speaker's bureau if asked
- o Make phone calls to appropriate city or other officials when asked.
- o Work with staff to create and engage in specific strategies to present the case to my best prospects or those identified by staff. (Arrange information sessions with your contacts who are individual, corporate, or foundation prospects.)

Other: _____

Please provide your comments or other ideas for getting involved

Maximizing Your Role as a Board Member: The AAA Way

How many options did you choose?

As an Asker, I will:

- o Lead/Participate in requests to potential and renewing donors for investment in the organization
- o Generate and sign letters asking for appointments or gifts.
- o Make follow up phone calls to solicitation letters and/or visits.
- o Seek sponsorships for special events and/or promote table purchase by my friends and colleagues.

Other: _____
Please provide your comments or other ideas for getting involved