

Development CoP

Why Do Development Directors Dress Up?

Building a Culture of Philanthropy Within Your School

Facilitators: Sheila Alexander and Jennifer Weinstock

Guest: Barbara Maduell, CFRE

Senior Consultant, The Collins Group and PEJE Coach

Date: October 26, 2009

Goals of the Call

For Development Directors to understand the critical role of your *internal* stakeholders in the success of your overall development efforts

Agenda

Introductions

Welcome new CoP members

Why is a Community of Practice call not like
a webinar?

Knowledge is in the field

Participation is key to our shared learning

Guest facilitator and topic

What's your take away?

Meet our Guest

Barbara Maduell, CFRE, Senior Consultant at the Collins Group in Seattle, WA and PEJE coach, has two decades of service to local nonprofits. She provides clients with a depth and breadth of expertise in all aspects of advancement, including annual and major gifts, special events, capital and endowment fundraising, volunteer management and leadership development, and strategic marketing communications.

From 1997-2007 she served as the Director of Admissions and Marketing, Director of Development, and Director of Advancement at The Jewish Day School of Metropolitan Seattle.



What is a

CULTURE OF PHILANTHROPY

and why is it important?

How would a culture of philanthropy impact your school?

Every Strong Development Program Relies on...

- Organizational Planning
- ***Fundraising Environment***
- Board and Volunteers
- Mix of Activities – Measured Against Progress
- Donor Management and Stewardship
- Marketing and Donor Communications
- Staffing and Systems

Fundraising Environment

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Culture of Philanthropy

What happens without one?

- DD feels isolated, is less effective
- Timing issues create “giving” burnout
- Lack of cultivation and stewardship
- Development perceived as about \$\$\$ only

How do these resonate with your experience?

- A coach spoke to the administration about the role they play in fundraising. An outside person helped to reinforce this to the staff. She will bring this presentation to an upcoming meeting.
- Gave a presentation about what the development office does for the school to 150 staff and faculty.



#1 Take your job outside, inside

- Head of school
- Fellow administrators
- Faculty
- Staff
- Students

Does everyone understand what you do, when you do it, and why?

#2 Let everyone know

that there are

no small roles to play.

#3 Take everyone for a ride

in the elevator,

even if you don't have one.

***Those involved in the day-to-day
are key stakeholders.***

What is an elevator statement?

- Tell your personal story, your “aha”
- Explain how your school meets a need
- Clarify the community benefit

***How does the world look different
because of your school?***

Could anyone share an example of an elevator statement?

- At the first board meeting, a DoD facilitated the exercise from the PEJE Development Conference. Having board members share words that described the school.
- Share with the administrative team. Solicited them for a gift which increased their sense of ownership.
- First annual campaign outside of the gala. Administration felt that it was too strong to have peer to peer solicitation of faculty and staff.

- HOS and DoD solicit administration first. Raffle prize for faculty who participate in the campaign.
- Culture of Philanthropy starts from the Head down.
 - Ask HOS to put development update on all administrative meeting agendas
 - Group solicitation of administration
- Have faculty and staff set the standard by their participation. When we share this with our parents and other donors it has a great impact.
 - Used the opportunity of a staff meeting to solicit

#4 Start from the top down,

with your Head of School.

#5 Constantly

take what you've learned

inside, outside.

- Do you invite a faculty or administrative colleague to join you on a solicitation or cultivation?
 - Once the area of interest is determined, the faculty can help answer specific questions.
 - The school's Executive Director has been willing to meet with donors and partner with the Development Staff.
- How do you make the case to the HOS or Ex. Director for a staff campaign?
 - HOS – personal relationships are how we retain donors and acquire new donors. It's not just about fundraising, but faculty can fit into other roles. They are the most caring, important stakeholders.
 - A board had offered a matching challenge for new and increased faculty gifts.

If you remember one thing...

Treat your colleagues

like you treat major donors --

as caring stakeholders.

Next CoP Call

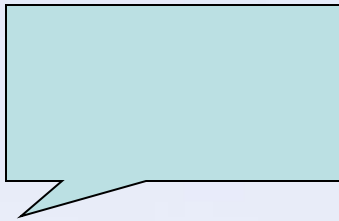
Leading the Process: Feel the
Power and Call the Meeting!

Guest: Pearl Kane
December 14, 2009
2:00 pm Eastern

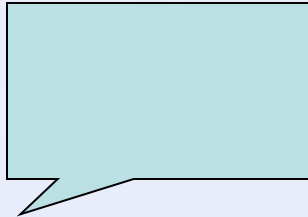
Next Steps : Continuing the Discussion

What would you like to continue talking about in Google Groups?

Title:



Message:



If you need a reminder about Google Groups, refer to your Quick Guide for Google Groups. For additional assistance, email Jennifer@peje.org

**Thank you to
Barbara Maduell**

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