

Building a Culture of Philanthropy for Girl Scouts



What we'll cover

1. Culture of Philanthropy
2. Your Role
3. Interactive Exercises



Interactive Exercise



BE THERE TOGETHER BE HERE

ToGetHerThere: Sample Creative

In the past 30 years, there has been only a 1% increase of women in the U.S. Congress.

Give a girl our time and support today so she can find the courage, confidence and character she'll need to be a leader tomorrow.

TOGETHERTHERE.ORG

In the past 30 years, there has been only a 1% increase of women in the U.S. Congress. Give a girl our time and support today so she can find the courage, confidence and character she'll need to be a leader tomorrow.

YEAR OF THE GIRL

Culture of Philanthropy

- A culture of philanthropy promotes attitudes and behaviors that integrate philanthropy as a way of doing business.
- It aligns the organization's values with community needs, and develops a process to build and facilitate relationships with an ever-expanding pool of stakeholders.

Culture of Philanthropy

Program and Beneficiaries

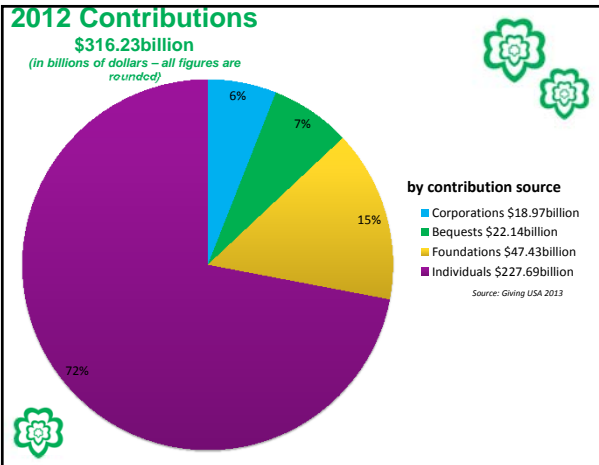
Mission, Vision, Strategic Plan

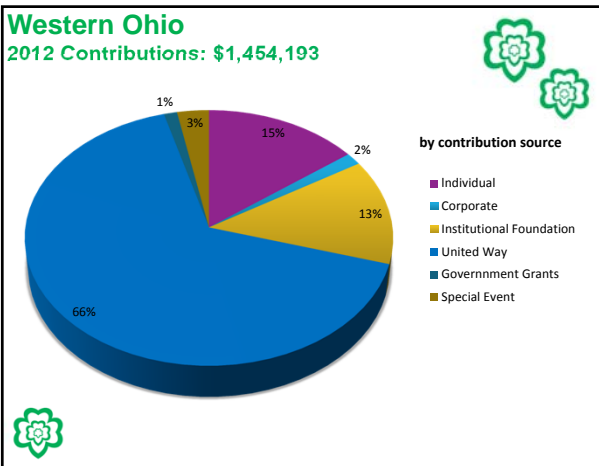
Professional Staff

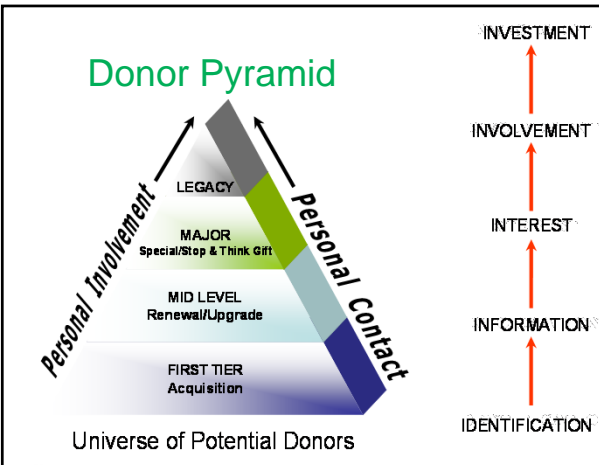
Infrastructure and Fiscal Management

Volunteer Leadership

Donor Centered + Mission Focused







Board Members' Role



Make Girl Scouts one of your top 2 philanthropic financial investments (2 + 2 + 2 Challenge)

Actively participate in donor-centered fund development
(identification, discovery, cultivation, solicitation, stewardship)

Tell the Girl Scout Story with enthusiasm, confidence and pride

Commitment and Persistence!



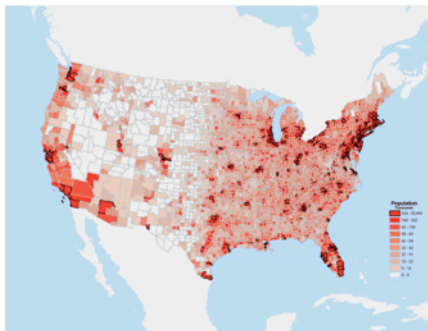
Relationship Development



Relationship Management is an ongoing, dynamic learning process



Board Members' Role: Identification & Qualification



**Board Members' Role:
Discovery Conversations**



Discovery Visit Exercise



**Board Members' Role:
Cultivation of Donors and Prospects**



**Board Members' Role:
Solicitation "The Ask"**



Major Gift Ask



**Board Members' Role:
Stewardship of Donor Relationships**



Stewardship 411



- Acknowledge gifts (tax letter)
- Thank donors
- Let donors know the money was used for the purpose it was given
- Share the **IMPACT** of their gift
- Continue thanking and stewarding the donor for their gift and begin to cultivate for their next gift



People Fail to Give Because



- They were never asked
- The solicitation came infrequently or was done poorly
- Information was lacking about the difference their last gift made
- They never felt wanted or needed
- The organization did not ask their opinions or include them in plans or programs
- They gave in the past and did not receive a thank you letter



Fundraising Truisms



- The number one reason people do not give is that they were not asked
- The Board of Directors must role model giving behavior in order for other prospects to follow suit.
- No organization owns a donor.
- No donor gives away his or her last \$100 (or \$10,000)
- You seldom get more than you ask for.
- Fundraising is a marathon, not a sprint.
- It is much easier to get more money from an existing donor than \$1 from a non-donor.



Commitment and Persistence



Share the Joy-Tell Your Story



Ready, Set, Going! The Campaign for Girls



"I took the first step and we are all marching on now to great achievements."

-Juliette Gordon Low, Founder, Girl Scouts,
excerpt from an undated speech



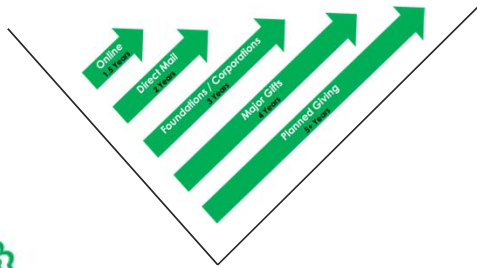
The Campaign for Girls



- Movement-wide, joining GSUSA and Councils in a nation-wide effort
- Capacity building, to position Girl Scouts as *the* leader in philanthropy for girls
- Comprehensive 'count everything' approach



ARC of Development



Move the Paradigm



From....	To....
Passive outreach	Proactive and strategic
Transaction-based	Relationship-based
Donation	Investment
Scarcity Mentality	Abundance Mentality
Money Earning	Philanthropy



Special Events



Should Make a Ton of Money

Or they had better:

- Raise community awareness
- Get volunteers involved
- Cultivate new donors
- Steward existing donors
- Be aligned with the mission



“The task of the leader is to get his people from where they are to where they have not been.”

Henry Kissinger



A Bias for Action



Elevator Speech

Team Sport



Next Steps?

What actions can you take in the next 100 days?

What changes will be completed in a year from now ?

girl scouts
1912-2012

Questions?