

The Culture of Philanthropy Quiz

For each question, score your organization as follows:

- 1 - We've never done that
- 2 - We talk about doing that
- 3 - We have taken the first step towards implementing that
- 4 - We are beginning to see the benefits of incorporating that into our "way" of doing things
- 5 - We've gone that one down pat

Shared Responsibility for Development

- Everyone in your organization agrees that fundraising is important _____
- Everyone shares a sense of responsibility for fundraising success _____
- Your marketing, finance and program areas also support and value fundraising _____
- Your CEO and your board members all embrace and support fundraising _____

Fundraising is integrated and aligned with your mission

- Fundraising staff are seen as "equal and valued partners" inside the organization _____
- Fundraising is respected as an important, vital and even happy function that you are proud of _____
- Fundraising is adequately funded, and planned for and staffed with enough resources to do this important work _____
- Fundraising is prioritized when the organization is distributing resources _____

Focus on Fundraising as Engagement

- Your organization sees fundraising as a means to engage supporters and offers opportunities for donors and supporters to engage _____
- Your organization combines fundraising and engagement into one larger function - including communications, marketing, fundraising, and even programming _____
- Your organization agrees that it owes your donors great service, great communications, and opportunities to engage _____

Your organization looks for ways to bring the entire community together to “engage with the mission in authentic and meaningful ways” _____

Strong Donor Relationships

Your organization values the overall relationship with donors – not just the short term money/gift. Fundraising is about relationships – not transactions _____

Your organization communicates your results and overall impact to your donors and supporters _____

Your organization offers donors personalized attention _____

You have a culture of terrific post-gift customer service to donors _____

Your Total Score:

16 – 41 You’ve got work to do, but now you know where to focus

42 – 65 You’re on your way. Now take the next steps to successful fundraising

66 – 80 You’re in pretty great shape. Keep sharpening your strategies

**Building
a Culture
of Philanthropy**

