Building a Culture of Philanthropy

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Building a Culture of Philanthropy

- Depending on where you’re starting, changing a culture can be a daunting and overwhelming concept!
- Be prepared to have extraordinary patience, you’re going to need it.
- Make sure to stay positive - the littlest victory now will equate to a bigger victory down the road.
Education

- What is an annual fund?
- Why do we ask every single year?
- Why doesn’t tuition cover it all?
- Does everyone have an annual fund?
- What difference does it make?
- Why is it important for everyone to give, regardless of the size of their gift?
How do you get started?

Get in front of everyone who has everyone’s ear.

- Your PAT volunteer leadership, class parents, Trustees, etc. make sure they can speak to the message.
- These are not necessarily “askers” but they are a critical part of your education plan.
- By enlisting these individuals they will feel they are part of the solution and helps to “normalize” the conversations around giving.
Simple things to implement

● Public Annual Fund Kickoff in the lobby in the fall.
● Back to basics - in the annual appeal list things that the annual fund supports. Everything from professional development and teacher salaries, to specific student projects, initiatives in the classroom and technology.
● Regular communications about the differences giving makes - we used posters in our lobby, now we send a giving message in our weekly e-news with bigger statements in our newsletters.
These things required a little more work...

- Parent pitches at curriculum nights by other parents.
- Parent to parent asks/pitches at start of year cocktail parties, potlucks etc.
- Incentive programs, basic challenges to encourage higher participation
- Annual Fund committee - The bigger the committee, the more people that are educated, the more you have out there spreading your message.
Who is important?

- New parents
- Faculty and Staff
- Students
- Grandparents
- Alumni
New Parents

- Admissions
  - When they give tours to prospective families they should be mentioning the things that giving has done to grow the school.
  - Attend welcome events in the Spring
  - Meet over the summer to discuss new families
  - Summer research
- Letter about giving in summer mailing
- Finance 101 for all new families (not well attended)
New Parents

● Leadership
  ○ Meet with DOA or ADOA for a meeting.
  ○ Meeting during Parent Teacher conferences
  ○ Appeal Follow up
  ○ Volunteer connection
Faculty and Staff

- Faculty and staff should be part of your official volunteer structure, attending meetings and trainings.
- Faculty trustees, as well as other volunteers, present the basic Finance 101 information at faculty and staff meetings.
- Individual asking for participation.
Students

- Talk to them about fundraising while they’re in school.
- All fundraisers have to be approved by Advancement.
- Program and protocols with Service Learning office about raising money for other organizations.
- Invite students as ambassadors to come to fundraising events.
- The Alumni director and DOA meet with Seniors to talk to them about the expectation that they will give, even when they’re in college.
- Modified version of the Finance 101 presentation to senior class.
- Class agents part of the student elections.
Grandparents

- Collect Data at the beginning of the year
- Grandparents Day
  - Only invite those that are told to you by parents
  - No more than a couple of hours with gathering time for message from head of school, maybe a few performances.
  - Time in the classroom should be an hour or so. All School art show
  - Work with the specialists (dance, music, art) for some kind of activity.
  - Limit transitions
  - Parting gift, ask for volunteers for grandparents committee.
  - After event communication
Alumni

- Challenges at BFS
- Building a culture with alumni is tough, you need to start while they’re students.
- Talk about the impact that giving has made on the school over the years.
- Directly tie the giving message to what they received as a result of generosity of others, buildings, financial aid etc.
Building a volunteer structure

- Like everything, start small.
- Get your annual fund parent chairs in place.
- If you have to, start with one representative from each grade, working your way up to every classroom.
- Build on that with grade or division captains.
- Have subcommittees - a leadership giving subcommittee, an executive committee, and go as big as you can.
Remember, look at it in bite sized chunks - don’t try to do it all at once.

With every person you educate, the more people you have to deliver your message, the easier it will be to build on that culture!