



# Culture of Philanthropy Quiz

You think you want to achieve a culture of philanthropy – everyone is talking about it and it seems like a good idea. But where do you start? Take this quiz and find out where you're strong and where there are gaps.

Answer these questions using the 4-point scale provided to help determine how close your organization is to creating a Culture of Philanthropy.

**1 = not at all, 2 = somewhat, 3 = pretty much, 4 = absolutely!**

- |   |   |   |   |   |
|---|---|---|---|---|
| 1. We have a clear and compelling case for support with a consistent message, aligned with the mission and known by all.                                    | 1 | 2 | 3 | 4 |
| 2. Our organization is widely known and is highly regarded.   | 1 | 2 | 3 | 4 |
| 3. Everyone, volunteers and staff, serve as ambassadors through various intentional outreach efforts.   | 1 | 2 | 3 | 4 |
| 4. There is board leadership to partner with the Development team and lead external relations.  | 1 | 2 | 3 | 4 |
| 5. The board as a whole actively supports the development team with resources (e.g. technology, time, money, space, people) and we regularly discuss needs. | 1 | 2 | 3 | 4 |
| 6. We possess the necessary competencies and attitudes to successfully establish a culture of philanthropy.   | 1 | 2 | 3 | 4 |
| 7. I have a working knowledge of trends in development.   | 1 | 2 | 3 | 4 |
| 8. I have a working knowledge of our development program (retention rate, how we communicate to who, % of revenue from what sources, ROI by activity, etc.) | 1 | 2 | 3 | 4 |



- |  |   |   |   |   |
|--|---|---|---|---|
| 9. We invest in training and professional development for our team (volunteers <i>and</i> staff).      | 1 | 2 | 3 | 4 |
| 10. We have a development plan that is approved by the board, shared with all, and evaluated annually. | 1 | 2 | 3 | 4 |
| 11. There are appropriate policies and procedures and technology to support and track the work.        | 1 | 2 | 3 | 4 |
| 12. I actively fundraise in the community and strive to expand our volunteer ambassadors.              | 1 | 2 | 3 | 4 |
| 13. There is 100% board giving and full engagement by the board in fundraising activities.             | 1 | 2 | 3 | 4 |
| 14. The team's actions support a donor-centric philosophy with a strong stewardship focus.             | 1 | 2 | 3 | 4 |
| 15. There is shared accountability for results among the the board, staff and other volunteers.        | 1 | 2 | 3 | 4 |

Total your points by adding the value of each response. Below is a general guideline as to how close you are to achieving a culture of philanthropy:

- 40 or less      You are in the early stages of development and need a clear focus and commitment to make necessary progress.
- 41 – 52        You're on your way and headed in the right direction.
- 53 – 60        Congratulations! You are doing many things well and are likely operating with a philanthropic culture!

Need help jump starting your new philanthropy focus? [Email me](#) so we can outline a plan for success!

