

# HOW TO CHANGE YOUR CULTURE OF GIVING

## KNOWLEDGE IS POWER

Take the attached quiz as a way to begin thinking critically about your culture of giving and where it might be working for and against you. Read the handouts carefully to begin to identify and describe your organization's unique culture of giving.

## GET BUY IN FROM YOUR WHOLE TEAM

Share your impressions of your culture and get feedback from others about what they see, feel, and believe – including people without direct responsibility for fundraising. Decide together on elements you most want to change (you can use the attached worksheet.)

## INTENTIONALLY CALL OUT AND REFRAME BELIEFS AND ATTITUDES

Since these are likely your real roadblocks, taking the time to address and reframe people's anxiety, fear or misconceptions about fundraising will pay off many times over. At a meeting or retreat, dive deep into why fundraising feels like begging, feelings about wealth, or whatever else is "hanging up" your team.

## DON'T FORGET TO HIGHLIGHT YOUR STRENGTHS!

Literature on organizational change shows that it is just as important to sustain and strengthen the things that are working as it is to change the things that are not. Clearly identify the elements in your fundraising program that you are doing really well, and talk about how you will maintain them, even as you may shift your focus to new areas.

## START SMALL, BUT BE COMPREHENSIVE

Pick *one* element that you want to change, and set your first goals around changing attitudes, strategies, and behaviors in just that one arena. Being really successful in just one area will be much more motivating than trying to do everything at once, which can be overwhelming and lead to efforts fizzling out.

## CHANGE SMALL BEHAVIORS THAT LEAD TO BIG CHANGES IN ATTITUDE

Especially if you don't have a lot of team buy-in, pick a few concrete actions you can change *right now*, without a major investment of time, infrastructure, or money. Starting with a simple behavioral change can help everyone see the results right away and feel more motivated to make the bigger changes.

## REMEMBER: IT'S A PROCESS

Like any other major lifestyle change, real change won't happen overnight. The organizations that are most successful have specific goals, a supportive team, coaching through the rough spots, small milestones, and lots of celebrations of success along the way. Putting those pieces in place and understanding that it is a long-term process with a real payoff will help you enjoy the ride.

# Shifting our Culture of Giving

**What in our culture of giving do we want to shift or reinforce?**

**How will we benefit if we make this shift?**

What successes, rewards, or accomplishments will be easier to attain? How will we know we've succeeded? What will be different in our organization or team?

**What are some ways we can make this shift?**

What attitudes or beliefs about fundraising need to change? OR What strategies could we adjust to bring about this change? OR What are some new behaviors we could try to help us make this change?

**Who can be the champions of this effort?**

**What might get in our way and how can we mitigate that?**