



develop your  
organisation

# WHAT ARE SOME OF THE IMPORTANT WAYS YOU CAN BUILD A PHILANTHROPIC CULTURE WITHIN YOUR ORGANISATION?



QUT's Australian Centre for Philanthropy and Nonprofit Studies (ACPNS) and the Institute for Sustainable Philanthropy have been researching what people think, say and do in organisations that give staff and volunteers the opportunity to engage, contribute, and share in fundraising success.

Listed here are some philanthropic cultural attributes. It is not an exhaustive list, but examples to help you reflect and begin some culture conversations within your organisation.

Philanthropy generally refers to a person who gives time, talent and/or treasure because they care about why your organisation exists. Philanthropists and donors can be internal (staff and volunteers) and external (external supporters) who give a gift that is meaningful to them. Fundraising is the term used for a wide range of activities that generate revenue for charitable purposes.

If you wish to complete the comprehensive organisational assessment, or would like a strategy workshop facilitated by leading culture researcher at ACPNS Dr Ruth Knight, please contact [ruth.knight@qut.edu.au](mailto:ruth.knight@qut.edu.au)



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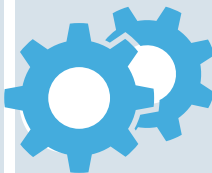
## What people think and say within our organisation

1. We care about our donors' satisfaction, well-being and communication needs.
2. We routinely celebrate the impact of philanthropy (gifts of every size) with everyone in the organisation.
3. We regularly share stories with current and future donors about the impact of philanthropy.
4. Everyone within our organisation has a powerful fundraising story and elevator pitch to share.
5. Everyone in the organisation is encouraged to generate ideas for projects and programs that could be the subject of fundraising.



## What people know within our organisation

1. All staff and volunteers understand basic fundraising principles.
2. Everyone knows how to refer potential donors to the fundraising team.
3. Everyone knows our organisation's fundraising plan and goals.
4. Everyone understands the role they play in our organisation's fundraising success.
5. We know why measuring and reporting the outcomes of our activities is so important to donors.



## What people do within our organisation

1. The board, staff and volunteers feel willing and able to personally donate to the organisation.
2. Stories about donors are shared regularly with all staff and volunteers.
3. The fundraising and communication/marketing team work closely together and consult with each other frequently.
4. Our fundraisers hold some sort of certification to enhance their professional skills and knowledge.
5. Our Chief Executive spends time, energy and resources investing in fundraising.



## ACTIVITY

Using SOAR, use the cultural attributes described, to facilitate a conversation that celebrates your organisation's strengths, creates a shared understanding of the opportunities and your aspirations, and then develop ways to positively influence your organisation's culture in meaningful and measurable ways.

### STRENGTHS

- What do we do well and can prove this supports our desired culture?
- What cultural attributes are we proud of and are part of our DNA?
- What do we do or provide that engages our staff, supporters and donors?

### OPPORTUNITIES

- What opportunities does a philanthropic culture offer us?
- What are the top three opportunities on which we could focus our efforts?
- How can we reframe challenges, to be seen as exciting opportunities?

### ASPIRATIONS

- What are we deeply passionate about and committed to?
- What are the most compelling aspirations we share within our organisation?
- What strategic goals and initiatives would support our aspirations?

### RESULTS

- What resources are needed to achieve the strategic aspirations we have identified?
- Considering our strengths, opportunities and aspirations, what meaningful measures would indicate that we are on track to achieving our goals?
- What 3-5 indicators would create a way to measure and report our achievements?

**Further reading:** Sargeant, A., & Shang, J. (2017). *Fundraising principles and practice*. Jossey-Bass | Stavros, J., & Hinrichs, G. (2009). *The thin book of SOAR building strengths-based strategy*. Thin Book Pub. Co.



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