

Reflective Guide for Cultivating a Philanthropic Culture in Your Organization

As leaders, you play a pivotal role in steering your organization toward a robust culture of philanthropy. Use the following questions as a reflective exercise to assess your organization's readiness and to identify areas of strength and for growth.

Leadership

- Is our leadership structure adequate for what we want to achieve?
- Do our leaders have the resources to achieve the stated goals?
- Do we evaluate our work and talk about how to improve?
- What is the community's perception of our leadership?

Strategy and Leadership

- Are our mission and vision clearly understood both within and outside the organization?
- Are our organization's goals, strategies and brand aligned in support of each other?
- Is our brand awareness and image strong enough to help us attract the resources we need to achieve our goals?
- Do our leaders openly ask stakeholders for their perceptions about our organization and whether we are delivering on our promise?

Leadership and Culture

- Are our leaders connected to the people or communities we serve?
- Do our leaders model the values and ideals of the organization?
- Do our leaders facilitate open dialogue about our culture and how to improve it?
- Do people in our organization do what they say they are going to do?
- Do our leaders use mission-fit, vision and values as a primary screen for new staff hires and board recruitment?

Culture and Strategy

- Do the values, behaviors and incentives most present internally, provide effective support for our organizational goals and strategies?

Culture and Brand

- Are we living up to our stated values and delivering on our promises?