

Culture of Philanthropy Definition

Drafted September, 2021

ACNC's staff, board, and volunteers believe that having a real and healthy connection to nature is an essential part of the human experience. We recognize that a culture of philanthropy means that we incorporate this belief into everything that we do from program development and delivery to casual conversations. We embody this belief both in our personal and professional lives, and it is present in every interaction that we have as ambassadors of ACNC.

ACNC is defined by the people who represent it. First time visitors to ACNC come for the nature and the programs, but they stay for the community. The staff, board, and volunteers are committed to embodying an 'attitude of gratitude'. We are grateful for each individual donor, visitor, volunteer, and program participant who make our work possible.

We recognize that people have an inherent love of nature because nature is essential to our existence. It is our privilege to provide them with meaningful ways to connect to nature by becoming an ACNC member, donor, program participant, or volunteer.

ACNC Board Members and Leadership

ACNC Board Members and leadership members provide the structure for what a culture of philanthropy looks like and they lead by example.

They are responsible for the following:

- Articulating ACNC's vision, mission, and why it is an essential asset to the community.
- Telling their own story as to why they are passionate ACNC supporters.
- Interacting with ACNC staff/volunteers by participating in events, programs, or through other means so that they understand what is happening on the 'ground floor' of the organization.
- Making philanthropy a prominent part of monthly board meetings and discussions.
- Setting specific goals for both the board and the staff to meet each year regarding philanthropic efforts and a way to evaluate success.
- Soliciting matching donations for online days of giving including: Giving Tuesday, Warren Gives, and Give Big CHQ.
- Being able to list three ways that individuals can get involved with ACNC beyond donating money
- Including ACNC as one of the organizations that they choose to support financially by making an annual charitable gift at the \$50 level or above.
- Renewing their ACNC membership annually at the appropriate level.
- Soliciting Businesses and individuals to become 'Audubon Community Partners' and business sponsors.
- Participating in 'thank you' phone calls to donors as well as 'calls for donations' for days of online giving.
- Strengthening relationships with donors on all levels
- Understanding that maintaining a culture of philanthropy involves every individual within the organization rather than a select few.

Staff and Volunteers

ACNC Staff and Volunteers already participate in ACNC's culture of philanthropy in a variety of ways. Their most important role is to build lasting relationships. Some staff and volunteer responsibilities overlap with those of the board and leadership members. These items are part of being an ACNC ambassador to the greater community.

ACNC Staff and volunteers are responsible for:

- Articulating ACNC's vision, mission, and why it is an essential asset to the community.
- Telling their own story as to why they are passionate ACNC supporters.
- Capturing meaningful stories from others so that they can be relayed to donors, in grant requests, and in other avenues that support the organization.
- Sharing ACNC's success stories to remind others that the work that we do is essential and effective.
- Being able to list three ways that individuals can get involved with ACNC beyond donating money.
- Providing excellent customer service to in-person visitors and over the phone.
- Inviting others to the table to promote collaboration both internally and externally.
- Understanding that ACNC's fundraising efforts are an essential part of the organization's financial sustainability.
- Identifying potential 'invitees' to Blue Heron Legacy Events and attend events as requested by the Executive Director.
- Identifying and communicate potential business sponsors, habitat heroes, and community partners to the Executive Director throughout the year.
- Promoting ACNC's programs, events, and fundraising efforts through a variety of avenues including social media, email, etc.
- Supporting ACNC fundraising efforts by assisting with events, annual appeals, and other ongoing fundraising activities.
- Participating in 'thank you' phone calls to donors as well as 'calls for donations' for days of online giving.
- Strengthening relationships with donors on all levels
- Understanding that maintaining a culture of philanthropy involves every individual within the organization rather than a select few.