

Creating a Culture of Philanthropy

A Primer for School Faculty/Administration by Barbara Barron

Thanks for taking the time today to read this short list of ways that you, as a member of our school's faculty or administration, can help cultivate support for our school.

As you read through the list, make a mark next to the things you already do.

- I am a positive ambassador for my school wherever I am (business, social, civic) and share why I choose to work at the school.
- I strive to express a generosity of spirit with my colleagues, and volunteer whenever possible.
- I make all families feel welcome in our community and greet students and parents by name - and warmly.
- I always attend and participate at Open Houses and other school events as requested.
- I welcome visitors to my class and engage them when they visit.
- I wear my school's booster clothing, and have posted a school bumper sticker on my car.
- I include my association with my school in my business profiles such as on LinkedIn.
- I have offered to write testimonials about the reasons I support the school with my time & talent.
- I give generously and early to the Annual Fund and Gala.
- I always pay my pledges on time.

- I provide confidential information to the development office about opportunities I see that would be beneficial to the school.
- I respond quickly to requests for information about specific students' status and well-being.
- I have partnered with the development office, giving them advanced notice of interesting things happening in my class.
- I have invited the development office into my classroom.
- I can tell specific, compelling stories about the good that is being done every day at our school thanks to philanthropic support.
- I strive to understand what the development office does and am knowledgeable about important upcoming dates and deadlines.

How did you do? Think of this as the beginning of a conversation with our school's development team. They want to hear what you felt was true of your experience, and what they might be able to help you with.

Remember: as a member of our faculty or administration, you are an essential part of our culture of philanthropy. You help set the tone!

Can you think of more ways? Tweet at Barbara Barron @BBAdvancement and we'll share your good ideas with the community. Or simply visit www.BarbaraBarron.com.