

The Foundation to School Fundraising Success: A Culture of Generosity

Introduction:

Fundraising success in today's Christian school landscape often hinges on fostering a strong Culture of Generosity—a foundation that goes beyond financial transactions to embrace the transformative power of shared mission and relational stewardship. These interconnected elements create cohesion, adaptability, and meaningful impact, ensuring that ministries thrive in their calling.

At its core, culture in a Christian school represents the shared values, beliefs, attitudes, and practices rooted in Biblical principles. It shapes how the school operates, interacts with its community, engages donors, and fulfills its mission to serve God and others.

A Culture of Generosity amplifies this foundation by prioritizing relational engagement over transactional fundraising. It fosters a spirit of shared responsibility among leaders, staff, and volunteers, cultivating authentic connections with donors and stakeholders. This approach not only builds trust and long-term support but also combats donor fatigue by emphasizing investment partnerships over obligation.

CHARACTERISTIC	✓ check one		
	Unlike us	Somewhat like us	Very much like us
1. All members of our school share responsibility for fostering generosity.			
2. Our school encourages all team members to promote generosity in their daily work.			
3. Acts of generosity align with our school's mission and values.			
4. Generosity is considered an integral part of our school's strategy and operations.			
5. Our school engages stakeholders (e.g., staff, board, donors) in activities that promote generosity.			
6. Our school prioritizes maintaining long-term, meaningful relationships with stakeholders			
7. Top leadership models and promotes a culture of generosity.			
8. Our school fosters generosity among its board.			
9. Communication regarding acts of generosity within our school is highly personalized.			
10. Our school regularly recognizes and celebrates acts of generosity.			
11. Training or resources are provided to help understand and promote a culture of generosity.			
12. Opportunities for professional or personal growth related to generosity are offered.			
13. Changes implemented by our school have strengthened its culture of generosity.			
14. Donors are included in our mission or statement of purpose.			

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15. One of our primary roles is to be a bridge between the needs of those we serve and our donor's values and interests.			
16. We focus on producing results and measuring impact to demonstrate the difference donors make with their investment.			
17. A significant portion of time, energy, and resources is dedicated to serving donors, recognizing their importance to our mission.			
18. Programs, services, and projects are created and expanded to align with what donors find worthy of their investment.			
19. Input, opinions, and ideas from donors are regularly sought to enhance organizational effectiveness.			
20. Donors want to help change the world, and we boldly ask for their support in achieving this vision.			
21. Everyone in the school understands and fulfills their role in deepening relationships with donors.			
22. Donors are cherished and celebrated daily, not just when they give or when convenient.			
23. All members of our school share responsibility for fostering generosity.			

24. What factors exist in our school that will help us build a Culture of Generosity?

25. What factors exist in our school that may limit our ability to build a Culture of Generosity?

26. What is our most important next step we need to take to enhance a Culture of Generosity?
