Top 10 Ways to Position Your Community Foundation to Serve Philanthropic Families

@familygiving
#NCFPCF
Do you offer family philanthropy services as part of your donor services?

1. Not yet.
2. Yes, but we are working to add more.
3. Yes, we offer a variety of services.
POLL

How would you describe your staff’s value-add to families?

1. Effective fundraiser and/or gift planner
2. Pro at high-quality customer service, educator
3. Grantmaking & philanthropy strategist
4. Coach, facilitator, sense-maker
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Successor generations influence your CF’s destiny
✓ What % of your assets are DAFs?
✓ What % of DAFs have successors named or want kids/grands involved?
✓ How prepared are successors to be effective, engaged donors and community leaders?

Starting when they’re adults is way too late
Generous families want help with:

- Defining and passing on values and traditions
- Preparing heirs for responsible use of resources
- Defining parameters for meaningful, effective giving, volunteering, social investing

*Their professional advisors aren’t helping much, yet...*
Private foundations want help with:

✓ Succession planning
✓ Managing family & board dynamics
✓ Preparing rising generations for leadership
✓ Geographic dispersion and anonymity

_Families aren’t often equipped for this_
1. Ensure you have your core donor stewardship activities humming along smoothly and that you’ve successfully tested some donor services.
Philanthropic services

**Family Philanthropy Services**
- Multi-gen giving, learning, volunteering
- Facilitating family meetings & problem-solving
- Governance & succession plans, next gen prep
- Donor-led community initiatives

**Donor Services**
- Educational materials and programs
- Youth philanthropy/grantmaking
- Grantmaking, evaluation, research services

**Stewardship**
- Gift, grant, fund statement records & processes
- Thanking and stewarding donors
- Communications about impact
Be clear about your **primary goals** for adding family philanthropy services.

- Internal case statement and hypotheses
- Upfront investment in capacity for longer-term ROI
3. **Alignment around metrics** for progress and success.

- Foundation benefits
- Donor family benefits
- Community benefits
Create a clear **pricing structure** and **business model** – based on market demand and defined market segments.

- Fund fees cover expenses
- Pricing per product or service
- Subscription or minimum annual fee
5. Develop an internal culture of discernment and advising.
4 Styles

Fundraising

Asking & selling

Gift Planning

Technical expertise, tools

Consultation

Guided questioning

Discernment

Coaching for self-discovery

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What is your current donor intake & onboarding process?

a) No formal orientation, just info on website

b) Meet to discuss how foundation works, how donor can add to fund; provide a list of grantees

c) Orientation captures info on family giving history & goals; develops plans for next gen services
6. Create an **intake** and **on-boarding** process that involves the broader family.
Develop quick access to trusted partners with related expertise.

✓ Program consultants
✓ Mediation and conflict resolution
✓ Business valuation and transfer
✓ Family therapy, addictions treatment
✓ Independent trustees
8. Start with a few **early wins**, adapted from peers, that you can confidently deliver.

- Outside speakers
- Customized grantmaking and evaluation
- Family site visits
- Philanthropy plans
9. Develop deeper staff **skills** and **knowledge**.

- Generational styles, communications
- Family systems theory
- Facilitation and coaching
- 21/64 or Chartered Advisor in Philanthropy
10. If there’s demand later, develop ability to help families tackle deeper challenges:

✓ Family meeting facilitation
✓ Governance and decision-making
✓ Succession and power dynamics
✓ Scenario planning, achieving durable consensus
Dialogue
NCFP Community Foundations
Family Philanthropy Network
Assess mission fit, market opportunity, capacity, perceived business model, success measures


Your weighted scores

Metric 1: Mission and core business compatibility
- Overall weighted score (average of 5 metrics): 56%
  - low compatibility: 24%
  - mixed compatibility: 32%
  - high compatibility: 40%

Metric 2: Understanding your market
- Overall weighted score (average of 4 metrics): 55%
  - low readiness: 20%
  - mixed readiness: 30%
  - high readiness: 50%

Metric 3: Donor stewardship and philanthropic services capacity
- Overall weighted score (average of 3 metrics): 28%
  - low capacity: 18%
  - mixed capacity: 20%
  - high capacity: 62%
Plan, develop, and implement family philanthropy services

1. Planning ahead, building the case
2. Defining market and position in it
3. Value proposition
4. Channels and partners
5. Key resources needed
6. Cost structure
7. Impact measures
Your Next Steps?
Thank you!

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