Philanthropy Culture Action Plan

From assessment to action: your 30, 60, and 90-day roadmap

Use this plan after completing the Culture of Philanthropy Self-Assessment. Start with your lowest-scoring pillar; that is your highest-priority work. The plan is organized by role, because a culture of philanthropy requires coordinated action from leadership, the board, and staff. Complete the section for your role, then share it with your team.

How to use this plan: Nobody completes all thirty-six actions. Pick the section that matches your role, commit to the four actions in the 30-day window, and finish them before looking at the next window. Culture shifts through completed behavior, not through plans.

Current State Summary

Carry the first three answers over from the assessment.

Our lowest-scoring pillar	
Our readiness stage (1–4)	
Our primary 90-day goal for philanthropy	
Start date for this plan	
Who is convening this work	

Your 30, 60, and 90-day windows run from the start date above, not from the day of the training.

Section 1: Leadership Actions

The CEO or ED sets the culture. These actions focus on modeling it, enabling it, and refusing to delegate it.

30 days: quick wins

Action	Owner	Done
Make your own financial contribution to the organization		☐
Meet or call your three largest donor prospects, with no ask on the agenda		☐

Action	Owner	Done
At the next staff meeting, share a donor story and say plainly why philanthropy matters here		☐
Read the board job description and confirm that fundraising expectations are explicit		☐

60 days: foundations

Action	Owner	Done
Hold one-to-one conversations with each board member about their comfort and capacity		☐
Add fund development as a standing agenda item for every board meeting		☐
Take three donors whose relationship rests on one person and introduce a second person to each		☐
Draft your two-minute case for giving and practice it out loud		☐

90 days: building

Action	Owner	Done
Run a board orientation or training session on philanthropy expectations and engagement		☐
Create one way for people to engage with the work before anyone asks them for money		☐
Debrief the self-assessment with your leadership team, comparing scores across roles		☐
Set a twelve-month philanthropy goal and share it with the board and senior team		☐

Section 2: Board Actions

Board members who understand their philanthropy role, and are supported in it, are among an organization's most powerful assets.

30 days: quick wins

Action	Owner	Done
Confirm your personal annual gift		☐
Review the fund development goals and current progress		☐
Name three people in your network with a plausible affinity for this mission		☐

Action	Owner	Done
Attend the next fundraising or community-facing event		☐

60 days: foundations

Action	Owner	Done
Make one introduction or referral to a prospective donor or sponsor		☐
Take part in a board conversation about collective fundraising expectations		☐
Thank a current donor personally, by note or call rather than by form letter		☐
Tell one person in your network what this organization does and why you give to it		☐

90 days: building

Action	Owner	Done
Review and comment on the fund development plan at a board meeting		☐
Join a donor or prospect conversation alongside staff		☐
Nominate one prospective board member with fundraising capacity or willingness		☐
Assess your board's philanthropic culture: what is working, and what has to change		☐

Section 3: Staff Actions

Program and operations staff are vital to a culture of philanthropy, not as fundraisers but as mission ambassadors whose stories and relationships help people connect to the work.

30 days: quick wins

Action	Owner	Done
Practice your sixty-second mission narrative until it sounds like you		☐
Send one client impact story, with privacy protections, to whoever handles development		☐
Ask to be included in one donor-facing event or site visit		☐
Find out who your largest supporters are and why they give		☐

60 days: foundations

Action	Owner	Done
Take part in a team session on the organization's case for giving		☐
Name one community connection who might care about this work		☐
Contribute a program story or photograph for a donor communication		☐
Host or join a site visit that shows a supporter the work firsthand		☐

90 days: building

Action	Owner	Done
Speak at a donor event, site visit, or program presentation		☐
Introduce one community connection to the development team, with context on why they might care		☐
Tell leadership honestly whether philanthropy is being communicated internally		☐
Mark a fundraising or donor milestone with your team		☐

Section 4: Ownership and Capacity

Complete this section with your leadership team. The purpose is to establish whether your gap is a capacity gap or a culture gap, because hiring will not close a culture gap.

Question	Your answer
What is your current annual operating budget?	
What is your twelve-month philanthropic revenue goal?	
Who owns fund development today, and what else do they own?	
Besides that person, who holds a real relationship with a donor?	
What does that person lack most: leadership engagement, board participation, systems, or budget?	

Question	Your answer
Is your most immediate gap a capacity gap or a culture gap? How do you know?	

Ownership and Capacity Actions

Action	Target date	Owner

Remember: A culture gap and a capacity gap look identical from the outside and respond to completely different treatment. If nobody other than one person holds a donor relationship, adding a second person to the payroll will produce two people who are each alone. Fix the ownership first, then staff to the plan.

Companion tools: Atrómitos Culture of Philanthropy Self-Assessment and Atrómitos Fund Development Self-Assessment. Culture comes first; the program is what you build on top of it.