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2022
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SHOWCASE

CHANGE MAKERS
The Generation of Donor Impact

More listening, less talking: Is this a simple way to foster a philanthropic culture?

Dr Ruth Knight

QUT's Australian Centre for Philanthropy and Nonprofit Studies (ACPNS)

People switch off when I start talking about fundraising & philanthropy

People don't send me referrals of potential donors or sponsors

People don't want to know what I do (and don't ask)

They expect me to work miracles!

Doing / Saying
Thinking
Feeling

A community energised by generosity and shared goals. Everyone plays a role in supporting *all* donor's feeling heard and valued, as they know that philanthropy provides opportunities and improves wellbeing.

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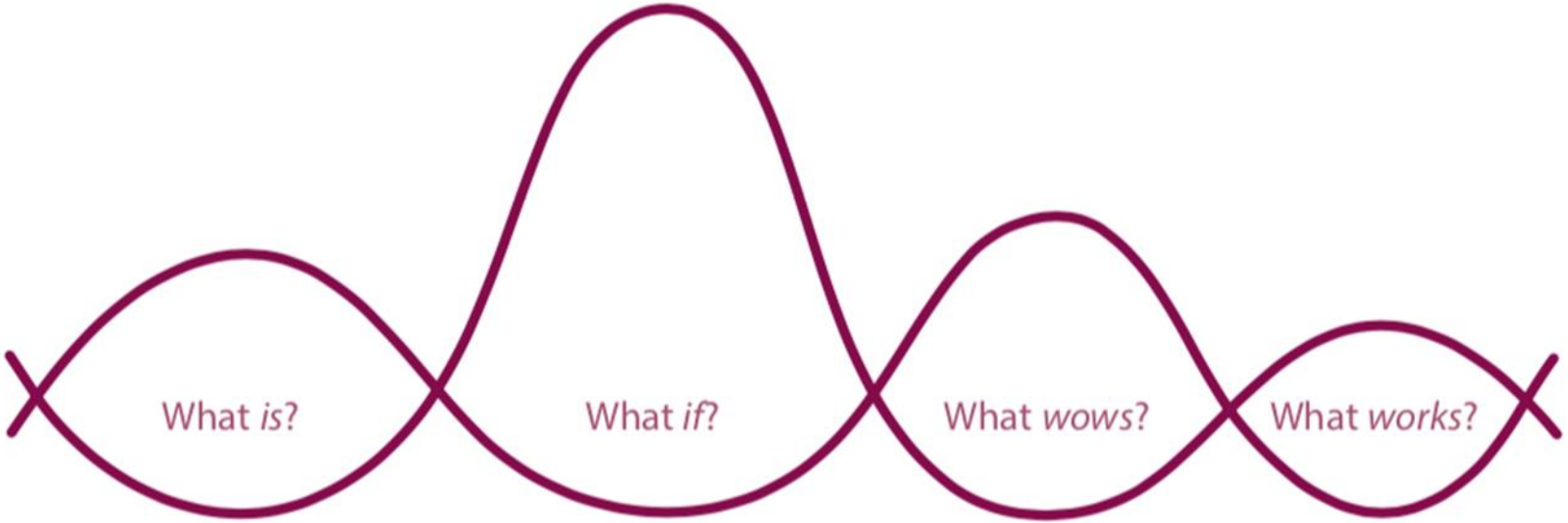
Where
do we
start?

Listening can ensure someone feels heard and understood.



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Says

Does

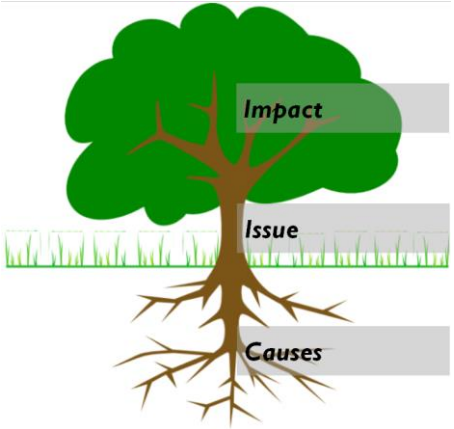
Thinks

Feels

Notes & observations

Stories

Pictures



How could we listen to what people think and feel about philanthropy and fundraising?

01

Make sense of what is not being said or being hinted at beneath the actions and words.

02

Ask reflective questions and use metaphors and stories so you can dig deeper into people’s experiences.

03

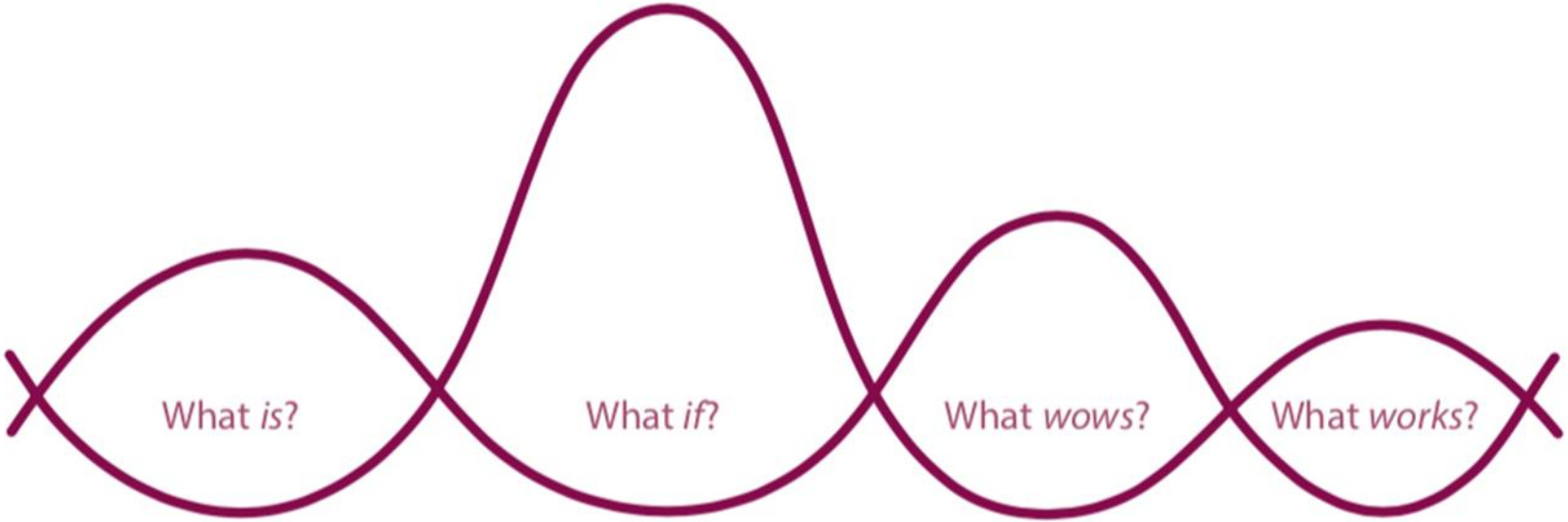
Use your listening to understand people's desires and needs.

Enable ongoing programming support for Book Arts education and training

The Marriott Library's Book Arts Program creates enrichment opportunities for university students, k-12 schools and educators, and community members through various programs that utilize bookmaking as an educational tool. Its outreach efforts connect classrooms around the state with university students, faculty, and staff providing early exposure to higher education and art programming that complements academic curricula.

In addition to outreach programming, the program provides a minor and certificate in Book Arts and Master of Fine Art in Creative Writing and Book Arts. These academic designations are supported by classes exploring letterpress printing, bookbinding, artists' books, and typography.

Private support is critical to the program's ability to reach more than 12,000 students each year and allows Book Arts to host workshops and community drop-in sessions in paper-making, bookmaking, and printing.



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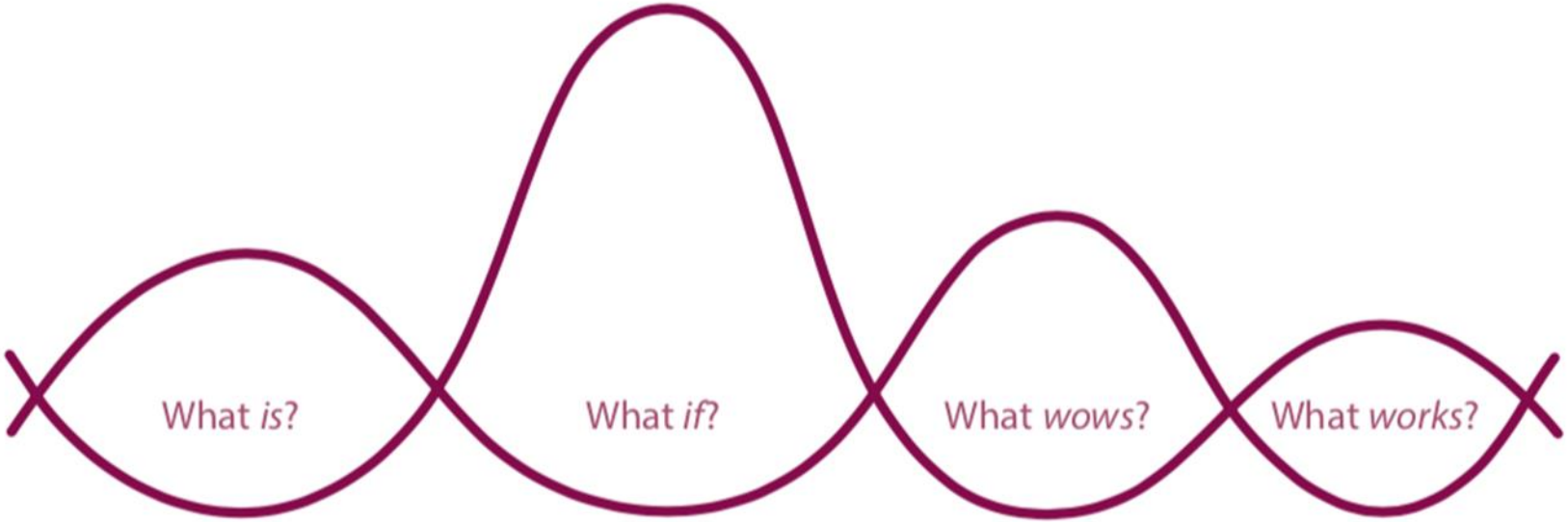
What if..... we regularly share stories about both donors *and* beneficiaries to highlight the real impact of philanthropy?

Donor Spotlight

Dave Morrison

Thanks to the generosity of our many supporters, the library is able to provide high quality resources and extremely knowledgeable and caring staff and faculty to help students at every corner. None of what we do would be possible without the many thoughtful and supportive partners of the Marriott Library. Dave Morrison is now a retired librarian, after 32 years of work at the library, he loved the work done here so much, he decided to give back in a tremendous way.

What stories do you share and why?



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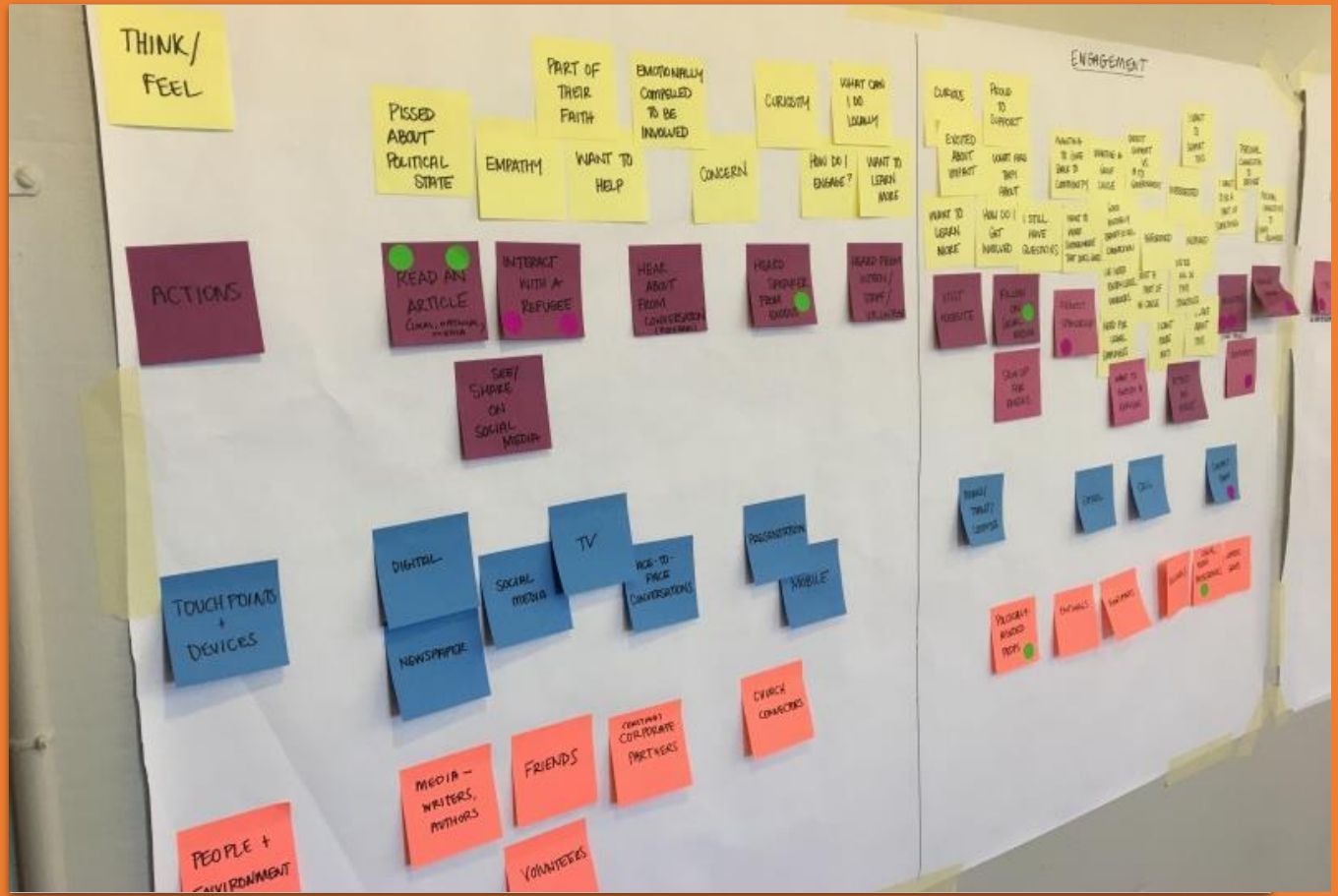
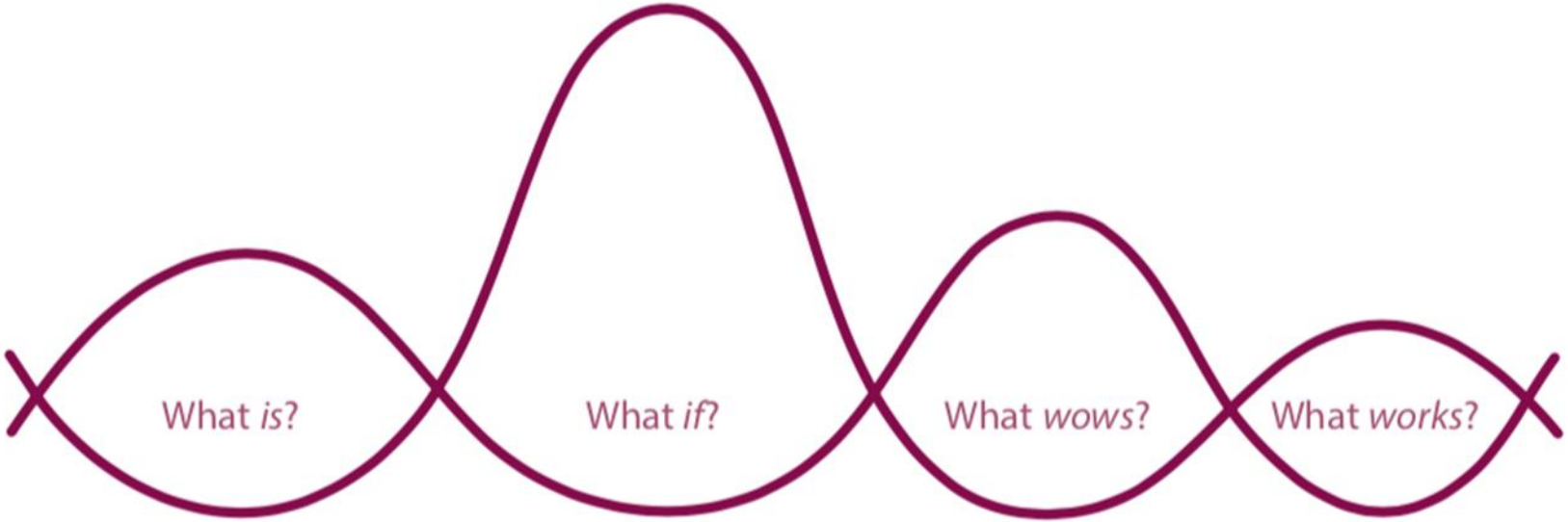


Journey Mapping the Donor Experience

What would you do as the Director of Donor Experiences?



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Thankyou for your kind donation, it has helped us provide music therapy that enriches the lives of children and families in our care

Thankyou!

01

It has changed how people think and feel about fundraising.

02

The library has received some of the largest gifts in its history (US$3.5m and US$2m).

03

We listened with donors to gather their feedback about an idea a staff member had. This led to the donors expanding the original vision and completely funding it.

What might a culture of philanthropy look and feel like in your organisation?

A culture of philanthropy

is not a program or a project

It is an acknowledgement of and adherence to a set of

SHARED VALUES AND GOALS

These guide the manner in which people

THINK, TALK AND ACT

within the organisation.

The culture is created by consistent reinforcement, storytelling, systems and processes, celebration and learning together to

ACHIEVE STRATEGIC GOALS