

# THE GENEROSITY CHECKLIST

*Questions to help you discern the needs and challenges of your organization..<sup>1</sup>*

1. How does your organization talk about its giving tradition or philanthropy? How do you celebrate your philanthropic history? What are the stories you tell from the past?

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2. How do your givers/donors feel a sense of ownership for your organization?

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3. How have you encouraged the giving of time, skills, ideas, networks as well as money?

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<sup>1</sup> Williams, K. (2013). *Leading the Fundraising Charge: The Role of the Nonprofit Executive*. Hoboken: John Wiley & Sons.

4. How do you publicly celebrate your organization's giving tradition? How do you say "thank you" to your donors? Do you have a program to encourage heritage giving and estate gifts?

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5. How do you reach out to the next generation of givers? How do you help adults and families teach their children to give? Do you seek and welcome family philanthropy?

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6. What are some of the institutional challenges and issues you will need to address if your organization is to become truly generous?

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