



Greetings from The Prospero Group President Doris Feinberg

Cultivating generosity of spirit in our organizations

Etymologically speaking, philanthropy means “love of man” – enhancing the lives of our fellow humans through support of the arts, education, health and human services, and all of the other channels through which our organizations make wonderful contributions to the world.

We’ve been thinking a lot lately about how organizations cultivate and express generosity of spirit, creating a strong foundation on which to build authentic cultures of philanthropy. At Valentine’s Day, with celebrations of love swirling all around us, we welcome this opportunity to share our thoughts with you.

Please send this newsletter along to any colleagues or friends who might be interested and, of course, contact me at any time at dfeinberg@prosperogroup.com.

The Prospero Group, LLC sends you our love.



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Does Your Organization Run on Love?

It’s February. Hearts and flowers everywhere. Love is in the air.

As are commercial representations of love, the cynics might say.

A dozen roses can’t save an ailing relationship. And you can’t build an authentic culture of philanthropy in an organization that isn’t permeated by generosity, at every level, at all times.

By *generosity*, we don’t necessarily mean money. We mean generosity of spirit, in whatever form the heart expresses it. We mean staff members who care about each other and believe that their organization cares about them. We mean board members who collaborate with collegiality and affection. We mean clients, or patients, or students who are always treated with respect and empathy.

We mean an organization that runs on love.

Generosity inspires generosity. When your donors sense generosity of spirit in your organization – *a quality that comes through loud and clear in every phone call you answer, in every written communication you send, in every greeting you offer at every event* – they will want to be part of it.

The opposite is also true. What's the cost of an unfriendly voice on the phone, a lackluster gift acknowledgement, a workplace culture in which staff members feel under-appreciated, or a board experience that leaves volunteer leaders disenchanting or disengaged? Lost major gifts? An anemic annual fund? Fewer friends for the organization? Probably all of the above, to some degree. Here's the scary thing: *you will never know the full scope of what you're losing.*

This much we know: Volunteer leaders and staff who are strongly bonded with your organization are your best ambassadors in the community – and will lead the way in your next capital or endowment campaign, employee campaign, or annual campaign. Positive energy builds excitement within and beyond your organization. And philanthropy is fueled by authenticity. If people feel good about your organization's mission and the way it's fulfilled, they will want to join you.

Nonprofit life can be hard. The work is urgent and often stressful. Resources are tight. There are never enough hours in the day. Sometimes we feel that all of our energy goes to our daily "to-do list," and there's not a lot left for our colleagues, our volunteers, and even our donors. But it's worth taking a deep breath, as often as possible, and doing something to cultivate generosity in our relationships. Starting today.

Love matters.

About The Prospero Group

The Prospero Group, LLC provides fundraising counsel that ensures lasting growth and change for non-profit organizations. We promote effective governance models and principled leadership to empower professionals and boards as the driving forces of philanthropy.

Services

- Capital Campaign Planning and Oversight
- Solicitation Training
- Strategic Development Program Planning
- Board Development
- Campaign oversight

Learn more at www.prosperogroup.com



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