



Reference List from Session A: Culture of Philanthropy

Please find links to resources referenced during Session A of the 2018 JCamp 180 Annual Conference below:

[Underdeveloped](#) – 2013 report from CompassPoint that highlights the problems with fundraising in the nonprofit world.

[Beyond Fundraising: What Does it Mean to Build a Culture of Philanthropy?](#) – Report from the Evelyn and Walter Haas, Jr. Fund to address chronic fundraising challenges highlighted in the 2013 UnderDeveloped report from CompassPoint.

[Building a Culture of Philanthropy](#) – Download this free whitepaper from the Veritus Group to learn more about building a culture of philanthropy.

[Inside Out Fundraising: How to Create a Culture of Philanthropy by Treating Systems Instead of Symptoms](#) – Download this free ebook from Sea Change Strategies, highlighted during Session A.

[Social Transformation Project – Wheel of Change](#) – More detailed information about the Wheel of Change from Robert Gass and the Transformation Project Model (Hearts & Minds; Behaviors; Structures)

[Simon Sinek TedTalk about the Golden Circle and the Importance of Starting with Why](#) – Recording of Sinek's TedTalk that has more than 41 million views. Sinek is the author of the book *Start with Why*.

[Article on charity:water and how they prioritize their donors](#) – Note that this article requires a subscription to the Chronicle of Philanthropy to view; you can learn more from [charity:water founder Scott Harrison's book *Thirst*](#).

[Indicators of a Culture of Philanthropy Assessment Tool](#) – Download the Assessment Tool used during Session A at the conference.