



GLI Group Presentation

“David Letterman Top 10” Things We Learned About a Culture of Philanthropy

1. “Warehousing” actually works!
2. Say this – not that – Switch from asking for gifts to “investing,” and YMAD – You Made A Difference vs We (The camp or JCC) did this!
3. Creating a Culture of Philanthropy takes time – a lot more time than you might think.
4. (Only in philanthropy...) “No” might actually mean “Not now” or “not this thing”– See above – it takes time.
5. It’s not just a person-to-person relationship – it’s the RIGHT person.
6. Thinking with Abundance is really hard to keep doing consistently.
7. Planning out all the details is really annoying—but it really pays off!
8. “Culture eats strategy for breakfast” – but without strategy, Culture starves.
9. We have to invest in ourselves if we want others to invest in us.
10. Some of our best gifts are not in dollars.