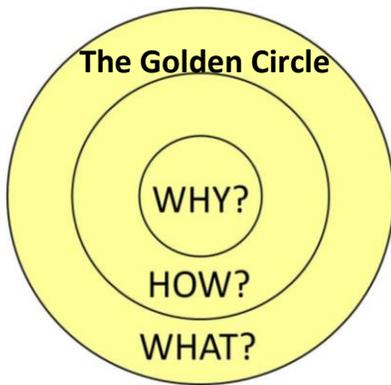


Using Philanthropy as a Lever for Social Change

Philanthropy etymologically means "love of humanity" and is the practice of giving money and time to help make life better for other people. It is the desire to promote the welfare of others, expressed especially by the generous donation of money to good causes.



Reevaluating your Philanthropy

Begin by reevaluating the goals of your philanthropy efforts. Using the "Golden Circle" model by Simon Sinek, we encourage you to start with the "Why?" question- What is your purpose? What is your cause? What are your beliefs? Why is this philanthropy/cause important?

In asking "why?" try to identify how your chapter's values can influence and inform your philanthropy efforts.

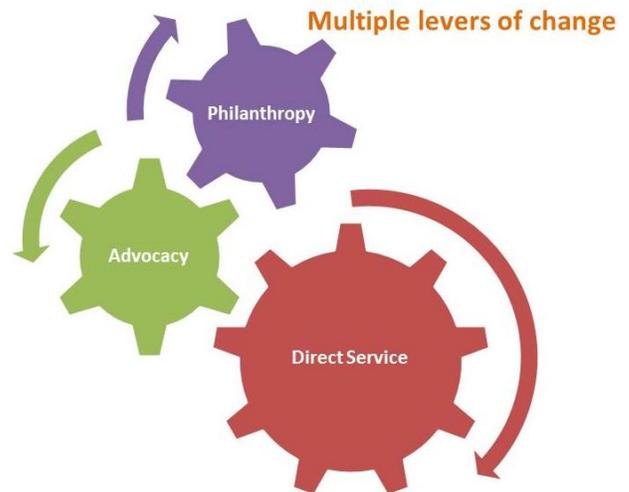
To learn more about the "Golden Circle", watch the TEDtalk here:

<https://www.youtube.com/watch?v=IPYeCltXpxw>

Moving Beyond Giving

Creating social change requires utilizing multiple levers of engagement including actions like philanthropy, advocacy and direct service.

- 1) Review the "Action Continuum" (below)
- 2) Identify where your chapter's current philanthropy efforts falls on the continuum
- 3) Brainstorm ways you can include new program elements, like community service projects or advocacy opportunities, to connect your philanthropy to multiple levers for change.



Action Continuum

GOAL:	Charity	Commitment	Change
ACTION:	Short-term Relief	Strategic On-going	Long-term Solutions
Example Issue: Hunger	Organize a food drive.	Distribute food at a weekly food bank.	Develop community gardens & workshops about gardening.

Action plan for maximizing your philanthropy's impact:

Read through the following statements and check the boxes that capture the change you would like to make to your philanthropy. Using the **Category of Change** (Education & Awareness; Connecting Community; Critical Reflection; and Sustained Engagement) identify next steps that your chapter can take:

- I would like to include training/orientation for my members to learn about our philanthropy and the partner organization. **(Education & Awareness)**
- I would like to include an educational component to our philanthropy event so that attending participants can learn about the importance of the issue area. **(Education & Awareness)**
- I would like to include the partner organization in the planning of the event, or in our training/orientation of our members. **(Connecting Community)**
- I would like to deepen our understanding and maximize our learning by including reflection sessions for our members. **(Critical reflection)**
- I would like to complete advocacy and/or community service efforts connected to our philanthropy. **(Sustained Engagement)**
- I would like to have more than one event per year connected to our cause. **(Sustained Engagement)**

Next Steps:

1) Education & Awareness

A) Research the organization- Know your philanthropy organization! As a group gather and review the following information:

- 1) What is the organization's mission?
- 2) What type of work do they do for the community?
- 3) How does the money you donate impact their work?

B) As a chapter create an "elevator pitch" that highlights the work of the organization and explains why you are fundraising for them. This pitch can be used to recruit participants at your events, volunteers for related service, and donors to your cause.

Elevator Pitch Template

Tell participants about...

- 1) **Your chapter.** *Who are you?*
- 2) **Your philanthropy organization.** *What is their name? What is the issue area they work within? What type of support or service(s) do they provide?*
- 3) **The purpose and goal of your fundraiser.** *Why is your chapter excited to work with this organization? What do you hope to accomplish through your event?*
- 4) **Ways to support your event.** *What are the ways people can get involved?*
- 5) **Contact information.** *How can they learn more and stay connected to your philanthropy efforts?*

C) Contact your organization and ask for resources, handouts, or informational materials that can be passed out to chapter members and participants at your event to increase the educational component of your philanthropy efforts.

2) Connecting Community

A) Include leaders from the organization in your planning and training efforts:



- Invite a local leader from the organization to a planning meeting (or to join via Skype/video messaging or conference call) for your event so that their voice is present in the process and they feel a direct connection to the efforts of your chapter.
- If your organization isn't local, or doesn't have a local/regional office nearby, contact the organization and see if you can interview a leader within the organization to find out more about how your efforts can help with their identified needs and also gain insight into how the organization works to create change.

B) Be sure to ask the organization/community that you are working with what they need! Identify where these community needs overlap with the interests of your chapter members.

- ✓ Connecting the purpose of your philanthropy with what motivates your members has the potential to increase sustained engagement!
- ✓ Identifying advocacy and community service opportunities connected to your philanthropy will increase the impact of your social change efforts!
- ✓ By including the stakeholders' voices you will be able to tell a more holistic story and ground your fundraising efforts in a personal narrative!

3) Critical Reflection

Throughout your philanthropy, provide opportunities and support for chapter members and participants to reflect on their engagement experiences with the organization and its related social issues. Reflection is a process in which people **make connections** and **find meaning**. Through reflection, participants:

- name their experiences and interpret their feelings about those experiences;
- connect the concrete realities of service to academics and other aspects of their lives;
- connect the service they perform with broader social and global issues;
- develop problem-solving skills, learning skills and personal satisfaction; and
- internalize commitment and values that are shaped through their service.

For reflection considerations, tips, and activities review the CCE's *Reflection Facilitation Handbook*, available here: <http://sli.oregonstate.edu/cce/studenttools>.

4) Sustained Engagement

A) Including related community service or activism and advocacy opportunities can increase the impact your philanthropy has on the related social issues and deepen your members' level of commitment. For tips on how to plan a successful service project review the CCE's *Service Project Planning Guide*, available here: <http://sli.oregonstate.edu/cce/studenttools>.

B) Increase your impact and involvement with the organization and the related social issue through continuous engagement opportunities. Create your own events or check out related events by liking the [CCE on Facebook](#) and by joining the [CCE listserv](#).

Additional Resources.

- Consultation with a CCE Outreach Coordinator - cce@oregonstate.edu, 541-737-3041.
- New to planning a large event or need tips on planning an event at OSU- <http://sli.oregonstate.edu/seac/resources/event-and-activity-planning>.

Questions? Contact the CCE: cce@oregonstate.edu | 541-737-3041 | 206 Student Experience Center

