

MODEL	HOLISTIC ECOSYSTEM	SALES	TRADITIONAL FUNDRAISING
Mindset	Abundance	Scarcity	Scarcity
Organizational Culture	Collaboration and Cooperation	Competition	Competition
Organizational Structure	Intersectionality Integration Liberating Structures	Independent Territory Sales	Silos
Values	People first	Incentives and Profit First	Incentives and Profit First
Philosophy	Transformational Generative Thinking	Reductionism – Minimalizing	Deficit Fund-Raising
Ethics	Authentic Transparency Agents of Trust	False Urgency to Buy	Create Ongoing Sense of Urgency
Professional Practice	Person Centered Planning	Sales Cycle	Moves Management
Instruments of Engagement	Quality of Life Justice Work	Benefits and Features Scripts	Sales Sheets – Cookie Cutter
Outcomes	Sustainability Relationship orientation Meaning and Purpose	Quotas Cold Calls Conversion rates	Strategic Leveraging Catch the Big Fish Chase Calls Number of Asks

Holistic Fund Raising Chart of Comparisons

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4/30/2021



We are motivated by our faith

We are gritty Christians who enter into the hard places with the humility, confidence and calling that comes from being followers of Christ

(Matthew 25:35-40; James 1:27)

We are committed to not only displaying the love and compassion of Christ to our clients, but to each other

(John 13:34-35; 1 John 3:11)

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- We pray with and for one another
 - We rely on Scripture as our guide, both individually and collectively
 - We resolve conflict by utilizing biblical principles
 - We host an Annual Day of Prayer to commit our work to God



We support one another

We are committed to building a safe, encouraging, and supportive environment.

(Ephesians 4:32; Galatians 6:10; 1 Peter 3:9)

- We are transparent in our decision making and communications
- We practice collaboration and cooperation, appreciating diversity in opinion and working through differences to find solutions
- We give and receive input with grace, love and truth
- We celebrate and give praise often

We champion justice



We see people as God sees them – recognizing that we are all created in His image. We believe that anti-racism work, cultural diversity, competency, and humility within our staff and boards are strengths that allow us to better protect children, empower individuals to grow, and help Bethany achieve excellence and equity.

(Genesis 1:27; Galatians 3:28; 1 Corinthians 12:12-30)

- We are committed to creating a work environment that prioritizes equity and where all employees know they are respected and valued
- We promote diversity, equity and inclusion within our decision-making and communications
- We are a global organization with multicultural staff, clients and stakeholders, so we seek to develop a workforce, leadership and board that's representative of those we serve



We pursue excellence

We arrive every day inspired to make an impact through our talents, passion and hard work.

(Colossians 3:23-24; 1 Peter 2:9)

- We make every decision and measure every outcome based on how well it serves our clients
- We constantly push ourselves to be our best by looking for ways to refine and improve our services
- We learn from one another by sharing insights and best practices across our network

We are in it for the long haul



We have an uncompromising focus on changing the world through family long into the future.

(Proverbs 29:18; Jeremiah 29:11)

- We adapt our work to meet the greatest needs of children and families
- We invest in high quality systems to support our people and our work
- We champion continuous learning for our staff and for the organization
- We steward our human, financial, and physical resources
- We plan for future generations, not just for today