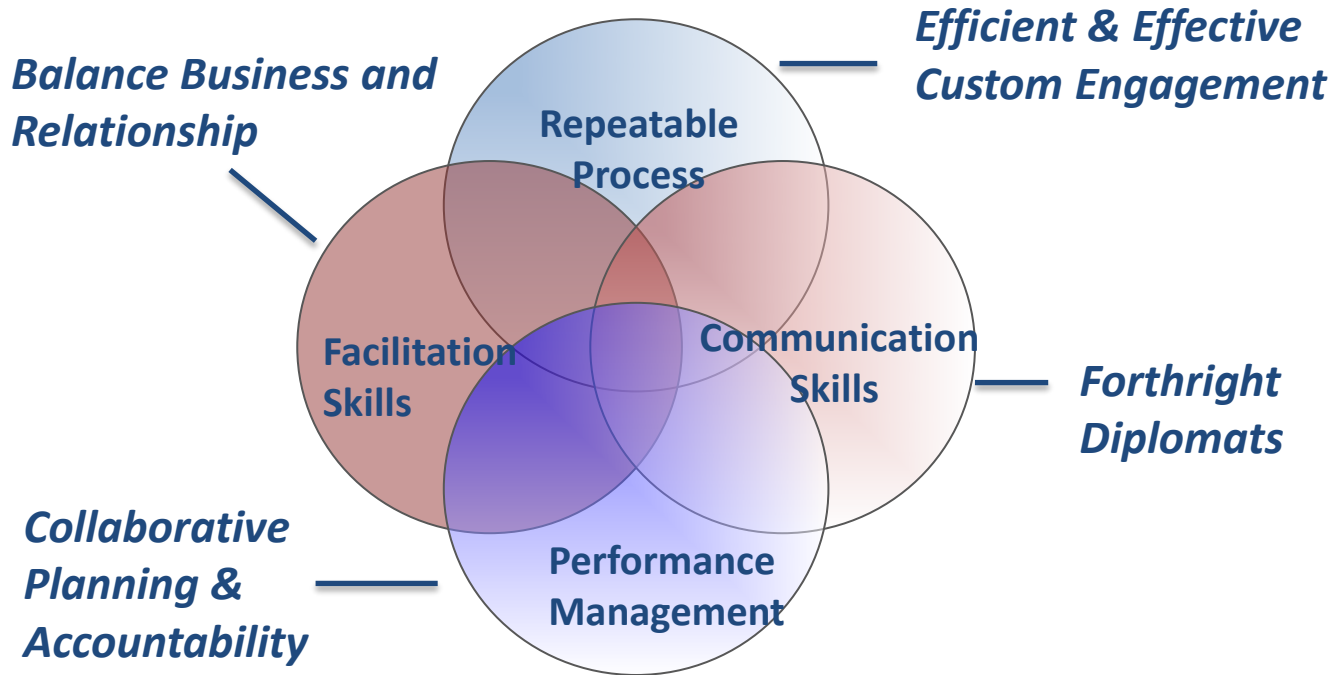


## A Performance-Based Culture of Fundraising and Engagement



Culture: "An integrated pattern of shared attitudes, values, goals, and practices that characterize an institution or organization."



## GIVING FORMULA

Capacity + Inclination +  
Readiness

(Priority + Impact + Amount + Timing)  
= Ask

