

The Manchester Mindset

The principles behind our fundraising success

	Me	My colleagues	Our stakeholders	Our donors
<i>Integrity</i>	<p>I recognise my collective responsibility for identifying problems and opportunities.</p> <p>I deliver what I say I will, when I say I will. I take responsibility for clarifying deadlines and expectations.</p> <p>I recognise that everyone makes mistakes sometimes. If I make a mistake, I learn from it, and use it to get better in the future.</p>	<p>We spend time together as 'people' as well as 'fundraisers'. We take an interest in each other, and we create judgement-free conversation.</p> <p>We value our relationships with our colleagues as much as we do our donors</p>	<p>We maintain high levels of transparency, openness to questions and commitment to our values.</p> <p>We respect the time and competing needs of our stakeholders when we collaborate with them and strive to make working with us easy and safe.</p> <p>We are inclusive and respectful of needs, concerns and beliefs.</p>	<p>We're clear with donors about what's possible, and what isn't. When things change, we're transparent.</p> <p>Our donors choose to support us because they share our vision.</p> <p>We're proud of our donors' motivations and appreciate that together we can accomplish something neither could do without the other.</p> <p>We say no, with respect, when no is the right thing to do.</p>
<i>Bold</i>	<p>I'm proud of the individual contribution I make.</p> <p>I ask questions and speak up.</p> <p>I delegate, empower others and say no when appropriate.</p> <p>I actively seek out knowledge from others.</p>	<p>We express our thoughts and opinions. We challenge each other constructively and respectfully, and we're open to being challenged.</p> <p>We make time to 'play' with new ideas and be creative.</p>	<p>We act as champions and speak confidently about the role of philanthropy and our university community to our stakeholders.</p>	<p>We use emotional intelligence and ask for what is needed; whether in relation to gifts or engagement to widen and deepen our networks.</p>
<i>Collaborative</i>	<p>When I face challenges, I'm proactive about seeking help.</p> <p>I openly invite feedback and challenge and recognise this as a positive action.</p> <p>I take the time to plan effective meetings to ensure me and my colleagues get the most out of them.</p>	<p>We share successes and challenges with each other.</p> <p>We take a positive, solutions-focused approach to help each other find answers to problems.</p> <p>We involve experts from across the Division in projects and recognise where others can add value.</p>	<p>We invite thoughts, questions, and ideas from our diverse community.</p> <p>We're proud of all elements of our fundraising programme and invite involvement and feedback.</p>	<p>We ask for donor feedback on our fundraising activities and communications.</p> <p>We equip our Fundraising Boards to act as true champions of our campaign strategy.</p>
<i>Ambitious</i>	<p>I approach work with a growth mindset.</p> <p>I use data to identify what's working and what isn't.</p> <p>I have open conversations about how I, and others, can improve our performance.</p> <p>I take responsibility for my own personal and professional development. I'm open with my line manager about my goals and ambitions.</p>	<p>We help each other grow and develop by sharing our knowledge and experience.</p> <p>We're not afraid to fail, and we learn from our mistakes.</p> <p>We debrief after projects and closing gifts, asking ourselves what made them successful, and we can improve on for next time.</p> <p>We work together to deliver our strategies and implement objectives and KPIs that work across teams.</p>	<p>We set out to inspire our stakeholders and to help them understand the transformative power of philanthropy.</p> <p>We work hard to support stakeholders in their work to make the most of philanthropy.</p>	<p>We deliver experiences and communications that raise donor ambitions and expectations.</p> <p>We help donors feel proud to be associated with UoM, and to be part of our community.</p> <p>We inspire donors to support at the highest level they are able to. They prioritise Manchester in their top three philanthropic priorities.</p>