


Metropolitan Group  
Communications that make a difference.

**STRATEGIES FOR BUILDING A  
PHILANTHROPIC COMMUNITY**

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**BUILDING PUBLIC WILL**

- Framing
- Tie to existing closely held values
- Demonstrating value
- Engaging and equipping the grassroots
- Creating personal conviction
- Reinforcement and community



## WHY WE MATTER

- Intrinsic value
- Community value
- Interest/ancillary value
- Relevant language
- Relevant voice and messengers



## SUSTAINED PHILANTHROPY

- Changes and saves lives
- Believe in mission
- Believe you are effective at advancing mission
- See themselves and their vision
- Aware, involved, invested, engaged
- Stewardship and community




### TACTICAL TRENDS

- Producer/investors(s)
- Distributed sponsorships
- Family/friend engagement
- Tax credits
- Online (both/and)
- Audience and donor diversity
- Beware of cart before horse hoops



### STRATEGIC OPPORTUNITIES

- Values and emotion trump data
- Need to assert core relevancy
- Need to author the standards for ancillary relevancy
- Need to deeply invest (including our own "stretch" gifts) in real diversity to survive and thrive
- Need for political and policy movement focus rather than issue/battle focus



**QUESTIONS AND NOTES**

*building* **PublicWill**

FRAMING THE PROBLEM	BUILDING AWARENESS	BECOMING KNOWLEDGEABLE / TRANSMITTING INFORMATION	CREATING A PERSONAL CONVICTION	EVALUATING WHILE REINFORCING
PHASE 1	PHASE 2	PHASE 3	PHASE 4	PHASE 5

Free download of the Building Public Will framework article

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## METROPOLITAN GROUP PROFILE

- Public sector, nonprofit and socially responsible business clients (regional, national and intl.)
- Unique focus on social change, capacity building and public will methodology
- Full-service strategy and implementation
- Boutique firm with offices in Portland, Oregon and Washington, D.C. (Chicago - Fall 2005)



## MG PRACTICE AREAS

- Social marketing and strategic communication
- Resource development
- Intercultural and cross-cultural communications
- Organizational development



## MG EXPERIENCE AREAS

- Arts, culture and heritage
- Libraries, literacy and education
- Community and economic development
- Children, youth and family services
- Environmental sustainability
- Public health
- Human rights and social justice
- Socially responsible business
- Foundations



  
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Strategic Communication  
Resource Development  
Organizational Development  
Intercultural and Cross-Cultural Communications

**PORTLAND, OR • WASHINGTON, DC  
CHICAGO, IL (FALL 2005)**

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Mission: Metropolitan Group crafts strategic and creative services to help social purpose organizations create a just and sustainable world.