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# WHAT'S NEXT *for* COMMUNITY PHILANTHROPY

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**Flipping Orthodoxies**

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**Flipping Orthodoxies**

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MONITOR INSTITUTE

We are neutral,  
impartial brokers

We work with  
nonprofits

Donors  
are white

Donors are  
ultra wealthy

Donors need us  
to manage their  
philanthropy well

We know  
better than  
donors

Add your own orthodoxy

#### INSTRUCTIONS

- **Deal out the full deck of cards around your table.** It doesn't matter if people have a slightly different number of cards in their hands.
- **Look at your hand of cards.** For each card, think about the orthodoxy described and consider: *Does it still make sense? What would it look like if you flipped it — partially or completely? What impact would flipping this orthodoxy have on your organization or community?*
- **Choose the card with the orthodoxy that is most interesting to you.** Why is it interesting? What would it look like if you flipped it — partially or completely?
- **"Play" the card at the center of the table.** In 30 seconds or less, explain the orthodoxy to your colleagues, telling them why you chose it and what it might look like if it were flipped. Go around the whole table, with each person playing his or her orthodoxy.
- **Discuss the cards on the table. Choose or vote on one orthodoxy that the table finds most appealing.** Write one sentence directly on the card about why it was so interesting to the group.
- **Share back with the full group** in 30 seconds or less.

This exercise is part of the *What's Next for Community Philanthropy* initiative. For more information, visit [monitorinstitute.com/wn4cp](http://monitorinstitute.com/wn4cp).

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**Flipping Orthodoxies**

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MONITOR INSTITUTE

Donors want  
our advice

We know our  
community's  
needs and issues

The community comes  
to us, not vice versa

Donors are  
our primary customers

Our purpose is  
to create an  
endowment  
for the community

We need DAFs  
to be able to  
grow and prosper

DAFs are  
growing and will  
continue to grow

We serve donors  
and should not  
push them

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**Flipping Orthodoxies**

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MONITOR INSTITUTE

We make money from  
fees for service

We make money from  
assets under  
management

Money solves  
problems

We make grants

Professional advisors  
are the pipeline  
for development

We invest our assets  
to maximize  
financial returns

We should stay out of  
public policy

Our competition  
is commercial  
gift funds

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We should  
support proven  
approaches

Back office  
functions need  
to be kept in house

We give  
in a specific  
geographic area

We raise money from a  
specific geographic  
area

Asset development  
is our key priority

Programs and donor  
services are separate

We don't operate our  
own programs

We are  
permanent



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**Flipping Orthodoxies**

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MONITOR INSTITUTE

Our role  
is to lead

Donors will  
give us  
unrestricted  
dollars when  
they die

Big legacy gifts are the  
path to sustainability

Our money is  
our most  
important asset

Our business is  
philanthropic  
transactions

Geography is  
the main way people  
identify themselves

We treat all  
donors equally

Our staff should make  
discretionary  
grant decisions

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**Flipping Orthodoxies**

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Add your own orthodoxy

Add your own orthodoxy

Add your own orthodoxy

Add your own orthodoxy

Add your own orthodoxy

Add your own orthodoxy

Add your own orthodoxy

Add your own orthodoxy