

Mission, Vision, Values: Fundamentals of the MGI

CPB National Conference for Public
Television Station Managers and Volunteer
Leaders

Washington, DC

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Kay Sprinkel Grace, Facilitator

What We Will Cover

- Mission, vision and values: how we have defined and applied them in the MGI and why they were critical to the goals of MGI
- How the MVV emphasis has changed messages and practices in MGI public television participants
- Other key principles that have framed the Major Giving Initiative
- Examples from PTV MGI stations
- Discussion and questions

Mission, Vision, Values: Basis for All MGI Goals

Increased revenue

Increased donors

Strengthened station leadership

Greater volunteer involvement

Consistency in messages

Mission

- Mission is why, not what
- It is bigger than the station and speaks to the need public television meets in our society and your community
- Evaluate on air, print and other messages and materials for their mission relevancy
- Mission language: succinct, active voice, powerful syntax, appealing language

Vector Health Programs: Medical Programs for Hands

- Next to the human face, hands are our most expressive feature. We talk with them. We work with them. We play with them. We comfort and love with them. An injury to the hand affects people personally and professionally. At Vector Health Programs, we give people back the use of their hands.

Science Museum of Minnesota

- In a campaign brochure:
- “From ancient chipped stone tools, to modern computer chips, ingenuity is the human signature. We seek to understand and mimic a world and universe in which we are newcomers, to fly with birds, to communicate at the speed of light. This scientific quest is written in things we can touch, each of them a window to the future. *At the Science Museum of Minnesota, we touch the future, hands on.*”

PTV Mission Example

- Draft from Maryland Public Television:
- “Learning advances our society: children succeed, adults are renewed, communities benefit. Through exposition, exploration and discovery, possibilities emerge, people connect and we are transformed.
- *At MPT, we broaden horizons, lift spirits and engage our communities. We help build better lives and a better world.”*

PTV Mission Example

- From WTVP, Peoria, IL: Overall development and marketing theme: “MINDS MATTER”
- Mission Statement:
- “Intellectual, creative and technological capacity is a requirement of an engaged, democratic society. WTVP uses the power of public telecommunications to inspire, enhance and inform our community.”

PTV Mission Example

- From Oregon Public Broadcasting (OPB)
- *“OPB: Giving voice to the community, connecting Oregon and its neighbors, illuminating a wider world.”*
- (Preamble) “Oregon is more than a place; it has a unique culture of engagement and individual empowerment. Oregon’s unique livability demands dialog, public involvement, caring, respect and deep love for this place we call home, as well as a trusted source of information and entertainment enabling Oregonians to engage more fully with the world they live in.”

Vision

- Vision defined: how it differs from mission
- Relationship of vision for community perception and donor development
- Sharing and articulating the vision
- How the vision relates to the culture of philanthropy, volunteer recruitment, constituency development, donor cultivation, the asking process and donor stewardship

“Head Start” Organization in New Orleans

- Our vision is that every child in the greater New Orleans area will be ready when it is time to start school.

Maryland Public Television

■ **A Vision for the Community**

- “We envision a region of dynamic communities where people – informed, inspired and moved by insights gained through use of MPT’s public media services – engage in respectful dialog, develop common aspirations and together create a healthier and more vibrant society.”

WTVP Peoria

- “Central Illinois is reinventing itself as a learning-based community. WTVP will use its technology, facilities and creative talent to play a leading role in our region’s educational, medical, economic, and cultural transformation.”

Oregon Public Broadcasting

- “Oregon’s uniqueness available to the world and the world brought home to Oregon....any time and any place.”

Values

- The source and use of values in the public television sector
- Deriving the shared values from donors and volunteers
- Linking values to programming, development and community outreach
- Values as the basis for messages
- Using values-linked feedback and stewardship to keep board, non-board volunteers and donors motivated



Philanthropy

Based in values

Development

Uncovers shared values

Fund Raising

*Gives people opportunities
to act on their values*

MPT Values

- Lifelong Learning
- Caring for Others
- Self-Renewal
- Mutual Respect
- Civic Engagement

WTVP Values

- Strength and future of our community
- Independence from political pressure
- Pursuit of knowledge and access to diverse points of view
- Uplifting and inspiring the human spirit
- Fostering community leaders and storytellers

WTVP Values (2)

- Collaborations and partnerships
- Lifelong learning
- A nurturing and safe media environment
- Innovation application of technology
- Strength of mind that comes from serious discourse and great entertainment

OPB Values

■ Integrity

■ Uniqueness

■ Accessibility

Vision and Values

- Key to converting donors from transactional donors to transformational investors (which is what public television needs). We asked MGI stations:
 - What is your vision for your impact on your community if you are wildly successful?
 - What are your station's values? How do you manifest them in your materials and programming?

Other Key Ideas That Shaped MGI

Four simple principles

What donors are looking for

Transaction –vs- transformation



***"I welcome you to the 283rd meeting of the
Society for Innovation in Fund Raising."***

Four Key Principles

- Successful major giving programs depend on innovation in attitude/approach guided by these key principles:
 - People give to you because you meet needs, not because you have needs (they invest in results)
 - A gift to you is really a gift through you into the community
 - Fund raising, especially major giving, is not about money: it is about relationships
 - Philanthropy is viewed by increasing numbers of donors as social investment: they are looking for a return (not only reach, but impact; values; change)

What Major Donors Seek in the Organizations They Relate To

- Issues

- Ideas

- Involvement

- Impact

- Investment

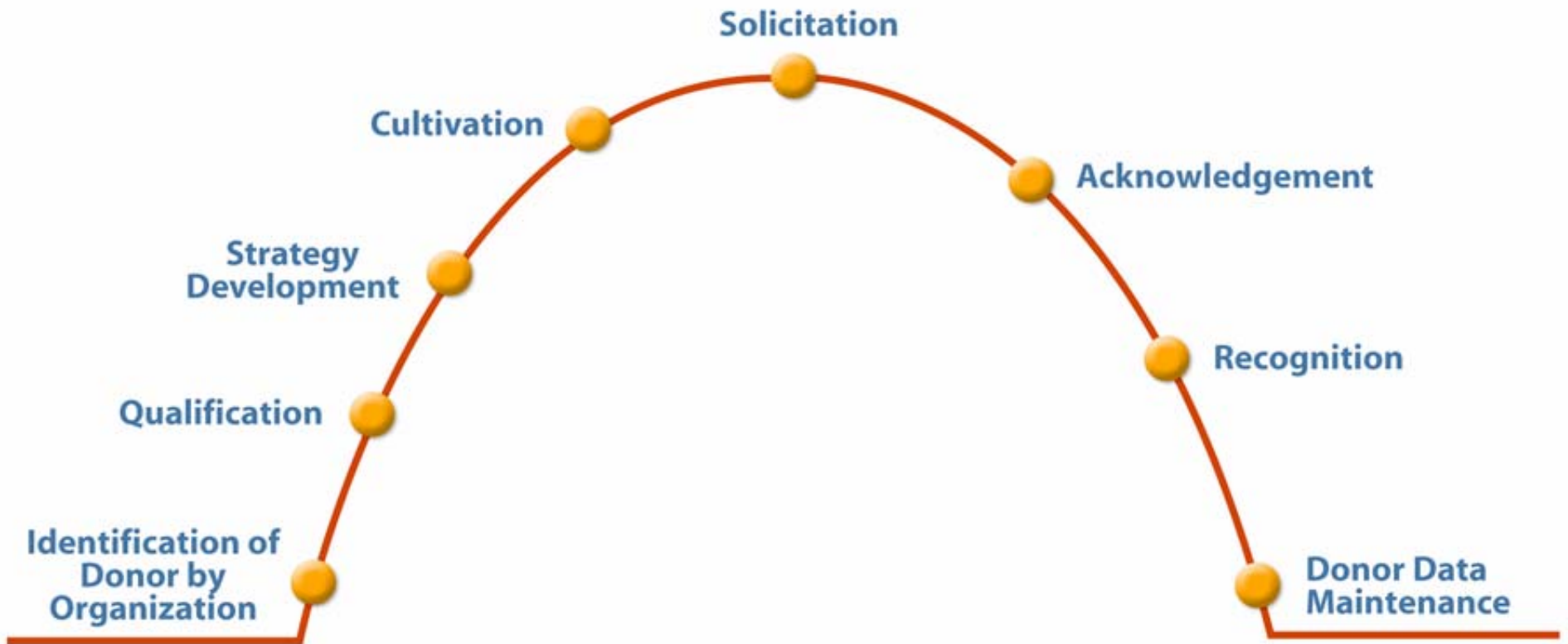
- Kay Sprinkel Grace and Alan Wendroff, 2001

- High Impact Philanthropy (John Wiley & Sons)

Moving from Transaction to Transformation

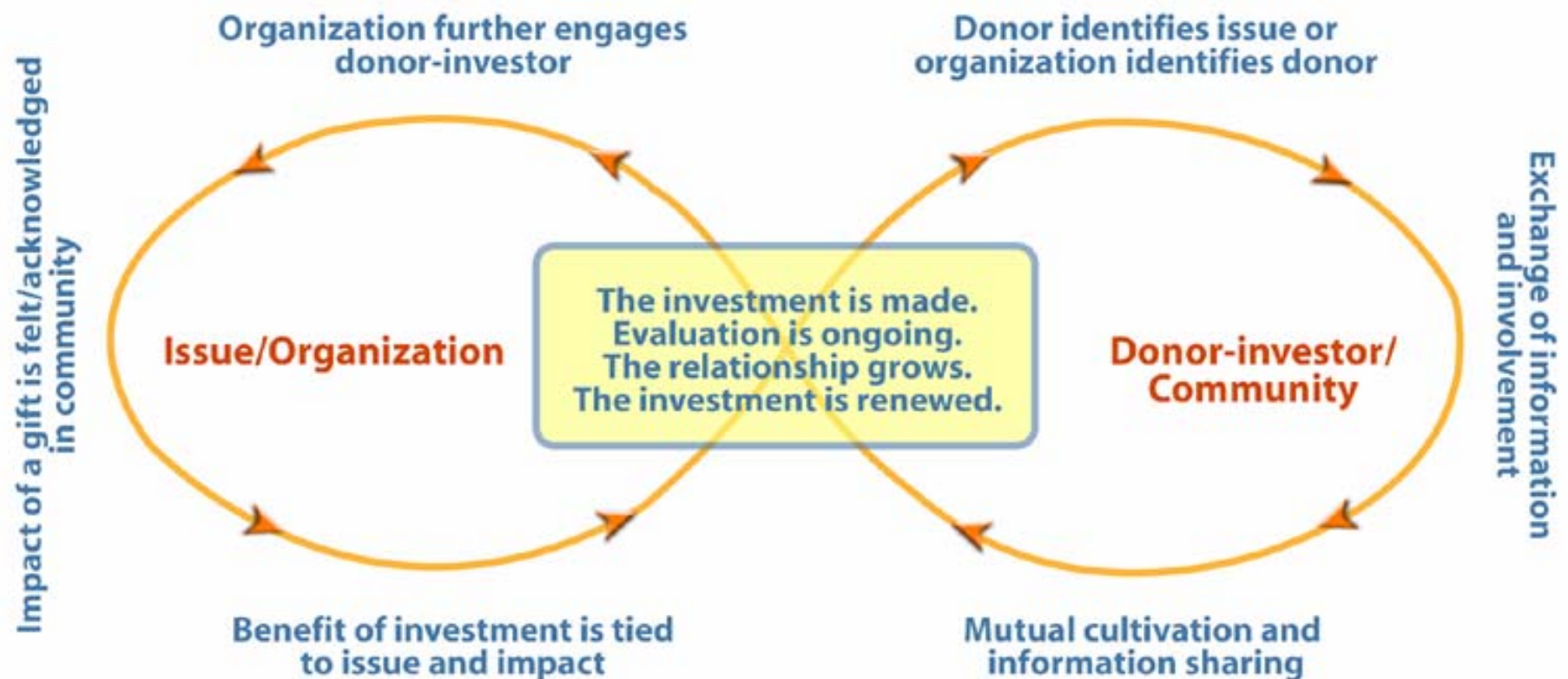
Keeping the donor-investor “in the loop” and sustaining the relationship

Transactional Bell Curve: The Way We Have Asked



High Impact Philanthropy
Kay Sprinkel Grace, Alan Wendroff

Transformational Infinity Loop: A New Approach to Asking



High Impact Philanthropy
Kay Sprinkel Grace, Alan Wendroff

Facilitator's Closing Comments

- Why public television has turned to the “MVV” in its messages to the community
- Why we have to manifest “MVV” to be successful in what we do
- Internalizing the mission and vision
- Using them in materials and conversation
- Using them in board motivation and development

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