



## Preserving FAR's Culture

World English Dictionary: culture (ˈkʌltʃə) - n

1. the total of the inherited ideas, beliefs, values, and knowledge, which constitute the shared bases of social action
2. the total range of activities and ideas of a group of people with shared traditions, which are transmitted and reinforced by members of the group: e.g. the FAR culture

Full disclosure – the World English Dictionary cited the Mayan Culture in its definition of culture within members of a group. Nonetheless, one can translate that specific culture example for this one when defining what are acceptable “shared bases of social action” within the FAR culture.

### Shared Traditions:

- Low sell/no sell – this is the atmosphere many FAR veterans use to describe our “shared basis of social action” environment. These are situations where members recognize that the opportunity to meet a potential client is NOT a reason to pass out business cards. It is the unique opportunity one has to develop solid relationships with one another and then to eventually find out what needs fellow members have and subsequently figure out ways to solve those needs. This “shared tradition” applies to both Resource, as well as, Nonprofit Members.
- All members are Resource Members – though membership is divided into two specific classifications...Nonprofit Members and Resource Members (those who provide services to the nonprofit community) ...in fact, all resources for one another. Business opportunities and solutions to one’s challenges come not only through direct contact with prospects or providers, but also through other FAR members who serve the community as well.
- All in the Family – though this popular TV show from the 70’s described a somewhat dysfunctional family, the FAR family is the people and organizations in the community who have stepped forward and invested in this profession. So, rather than being “in-laws” who one might avoid being associated with, fellow FAR members as the first source of preference, the people members call on first for opportunities.
- The FAR online discussion list is one of the most popular membership services. It is an opportunity to conduct benchmarking on a 24 by 7 basis, instantly receiving feedback on policies and practices. There is lengthy statement of proper etiquette about the ListManager...but it basically boils down to the same culture points listed above. There are great examples of using this resource – one Nonprofit Member recently conducted a brief survey on a particular issue and then took the time to report the results back so all could benefit. Another Resource Member posted a response which was educational in nature without pointing out his specific company...that is likely the approach wins the business.