

FIELD NOTES

September 2010

Leadership Without a Map

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Ready Set Go!

HOW IS YOUR ANNUAL CAMPAIGN CHECKLIST COMING?

IT PROBABLY LOOKS SOMETHING LIKE THIS:

- Leadership recruited (Well, at least the chair and major gifts chair so far, right?)
- Campaign planning started
- Goal setting in process (OK – Some branches have already had their boards approve their goal and – uh oh – they forgot to tell me...)
- Case development and brochure process moving forward
- Pledge cards readied for staff/board

SO FAR SO GOOD, RIGHT?

Have you included your campaign leaders in the strategic planning for your campaign? Don't get caught up in the checklist and forget to take time to involve campaign leadership in early analysis. We can't expect to increase volunteer engagement if we don't involve them from the start.

YOUR ACTION PLAN

1. **Develop sub-goals:** Staff Giving Goal - Board Giving Goal - Major Gifts Goal - Community Goal -Total Goal
2. **Review/upgrade past donor lists** to support an increase in board giving and the major gifts goal. Make your goal a challenge, but support the challenge with good data.

3. **Schedule a planning meeting with your campaign leadership.** Have your "suggested goals" ready along with your data/names to support your recommendations. Guide them with knowledge and your vision for campaign growth.

4. **Engage your leadership in conversation,** and when all agree on the final campaign goals, ask that they recommend these goals for approval to your board.

OOPS – already asked for board approval of the overall goal? Have no fear – You can still develop sub-goals and even a stretch goal. The board can now approve these. AND guess what?! Your leadership now also has the right to hold the board accountable for these goals!

TIME TO RESET!

Now is the time to Reset how we work with our Campaign Leadership!



Volunteer leaders become much more engaged in their role when involved in strategic discussions. They appreciate the opportunity to step up their leadership. Give it a try! This might be the first step in modeling Social Responsibility as we train our volunteers to be leaders!

RESETTING FOR DEEPER VOLUNTEER ENGAGEMENT.

READY FOR MORE?

Learn about how our [consulting services](#) can help "reset" your annual campaign for the coming year! Or, consider beginning your campaign planning with a **Financial Development Assessment**. Learn how your volunteers and staff really feel about fundraising at your Y. Receive individual comments as well as an analysis and presentation of results, along with recommendations for moving your Y forward. Once volunteers and staff weigh in, it's easier to gather support for moving forward! Contact [Bruce Berglund](#) more info.

In addition, to aid you with campaign best practices, we offer a toolbox full of **FREE** training resources! Can you afford not to participate?

- **Breakfast Club.** Join in on the discussion with this group of engaged YMCA fundraisers. The topics are your topics. Download previous calls or referenced materials and learn more about this FREE resource [here](#). Contact [Dani Mann](#) to be included on call invitations.
- **Online Resources.** Check out the [DBD Blog Library](#), listen to a [podcast](#), become a fan of DBD on [Facebook](#) or follow us on [Twitter](#). As always, there are many more resources available to you on our [website](#)!

