

FIELD NOTES

February 2011

Leadership Without a Map

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The old mantra that works so effectively for our operations, also holds true for fundraising...

What Gets Measured Gets Done

An important part of leading an annual campaign is to organize, plan, train and motivate our volunteers on a weekly basis. If you consistently motivate your staff leaders and volunteers, you'll soon find you have more time to focus on everything you need to do during this very intense season!

It's the first quarter of 2011. What's the operational focus at your organization? If you're a Y, it's probably membership. In other organizations, you might be focused on your legislative agenda as Congress gets back to work. The point is that there are lots of things going on besides your annual campaign.

For our friends at the Y, we suggest you use the same principles that drive membership campaign success to your management of the annual campaign.

- You spend time measuring day-to-day membership growth. Right?
- You take time to train, challenge and motivate staff as they work with new members. Right?
- Everyone in the building is focused on new members and new program registrations. Right?
- And you're doing all this while also keeping programs running and managing your organization (including, for some of you, digging out of multiple snow storms!)

Adding the annual campaign to this to-do list might seem daunting, but here are a few tips to keep the annual campaign top of the long list of things to do.

LEADERSHIP

Make sure your volunteer leaders are truly leading. **Do they know what to do to motivate and challenge their fellow campaigners week to week?** Share campaign progress *every week* and share ideas about ways they can influence your campaigners to produce.

- How much do you need to raise this week to stay on track toward your goal?
- What have you already accomplished?

Let the commitment of the board and staff inspire your volunteers.

COMMUNICATION

Are you communicating weekly to all volunteers and staff? (email or newsletter)

- If they don't know where the campaign stands at all times, there will be no feeling of urgency.
- Share pledge totals by teams, celebrate any successes, share stories, and issue challenges for the week.
- Consider a mid-campaign rally to refocus everyone and share more inspirational stories.

CHALLENGE

Consider showing two week's pledge totals at a time. For example:

	Jan. 5 totals	Jan. 12 totals
Team A	\$5,500	\$5,500
Team B	\$4,500	\$6,000
Team C	\$3,400	\$8,500

Team C will be motivated to know they are leading the pack! They'll want to stay there. Team A may be motivated to get moving since they appear to be stalled. **Most importantly, your campaign leadership is clear on where a bit of attention may be warranted.**

Want some other ideas for managing and measuring your annual campaign? Join us for our next Breakfast Club call on 2/14/11 at 11 a.m. Eastern/8 a.m. Pacific. This conversation with annual campaign directors from around the country is always a great way to collect new ideas and strategies. RSVP to Dani Mann: dani@donorbydesign.com.

For more great resources, visit our [Breakfast Club microsite!](#) Let the consultants at DBD help you take your annual campaign to the next level!

