



# view from the **EDGE**

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Jim Shapiro



Shannon Barnes

## Fundraising Teams That Work!

### A Collaborative Approach to Sustainable Fundraising

There is an old coaching acronym based on the word “team” that has been around for years: Together Everyone Achieves More. The acronym might be an “old standard,” but the value of TEAM thinking in fundraising is fresh, timely, and essential.

It is common practice for charitable organizations to hire a fundraising or development director to raise money in support of their mission. This approach to building your fundraising team typically falls short due to lack of individual resources or expertise in various fundraising methods. One person can’t do it all – that is why we strongly believe in building a fundraising team that works.

Fundraising teams should include a “head coach” to create and oversee the strategy, an internal manager to coordinate day-to-day tasks such as database management and donor care, and external resource providers that can manage project based tasks on your behalf including, but not limited to, grant writing, direct mail, and special event planning. (Small organizations may be able to use volunteers in many of these roles until they are ready to hire.) A simple rule of thumb when developing your team is to task employees with day-to-day tasks and vendors with project based objectives.

In addition to your fundraising team, don’t forget to mobilize your board! By engaging board members, you can create a group of committed donor advocates that will work to both give and get financial gifts to support of your organization’s mission-driven work.

Successful fundraising is not a one-person-show. As you invest in your organization’s fundraising efforts, building healthy and energized fundraising teams should be one of your primary objectives. Remember, Together Everyone Achieves More. js



## EDGE TRAINING EVENTS

### Where's Waldo?

#### TeleClass (Virtual)

September 17, 2009

9:30-10:15 a.m. (PST)

Visibility is an ongoing challenge. Organizations invest \$1,000s in new PR/marketing campaigns – often with limited results. We'll cover key ways to increase your visibility and impact, even on a limited budget.

### The Social Media EDGE

#### TeleClass (Virtual)

September 24, 2009

9:30-10:15 a.m. (PST)

What can Social Media do for your organization's visibility and mission? In this teleclass, we'll define the nature and value of social media tools, and show you how to build those tools into your overall communication plan.

### Fundraising Teams that Work

#### TeleClass (Virtual)

October 1, 2009

9:30-10:15 a.m. (PST)

Raising money is typically the responsibility of a development director or executive leader. This approach often falls short due to a lack of human and financial resources. Learn how to build a fundraising team that works.

### More information, events, and registration at

[www.theEDGEgroup.org/thrive.htm](http://www.theEDGEgroup.org/thrive.htm)

### Contact Information

888.650.EDGE

[info@theEDGEgroup.org](mailto:info@theEDGEgroup.org)

[www.theEDGEgroup.org](http://www.theEDGEgroup.org)

## What the Tweet?

### Getting a grip on social media's power and purpose

It's happening whether you know about it or not. People are having online conversations about your organization. Donors, volunteers and even your employees are using social media to help exchange information and make decisions about your organization and its cause.

Are you taking part in the conversation? Are you using the power of social networks to develop a strong connection with your support base and beyond? Even better, are you empowering your supporters to use their online connections to help your organization?

At EDGE, we have learned the value of social media firsthand and seen the benefits of a well defined social media plan for the organizations we partner with. Here are some of the nuggets:

- **Stop talking about your organization** – Think of social networks like a real-life networking event. Have you ever met the sales guy that keeps selling and never listens? Don't be that guy online. ☺ Listen, learn, and add value to the conversations you participate in.
- **Empower your supporters** – Just putting information out on social networks and hoping your supporters will share it with their friends is not enough. Encourage people to share, and teach them how. Make it easy for your supporters to tell their friends about you!
- **Connect on a personal level** – People don't support organizations, they support people. Use social networks to connect on a personal level with potential donors. Establish an online friendship with your supporters. When it comes time to ask them to give to your cause, they will be much more likely to respond.

And that's just the beginning! Social media is a communication and community building platform. The tools will come and go, but the value of online conversations is immense and must be capitalized. Make sure you have the right strategy in place to help your organization take advantage of this word of mouth platform. Kevin Urie, EDGE Social Media Specialist

## Simple Strategy

### A great tool to help move your mission forward

A SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is an extremely useful tool for collecting input and facilitating decision-making with your staff or stakeholders. Complete your analysis, and then develop it into an actionable impact plan: **Your Strengths** – maintain, build and leverage; **Your Opportunities** – prioritize and optimize; **Your Weaknesses** – remedy or abandon; **Your Threats** – counter or develop appropriate contingencies. Collect the information and put it into immediate action – your mission deserves it! SDB



# Great Opportunities

We are all faced with a series of great opportunities brilliantly disguised as unsolvable problems.

John W. Gardner