

THE FIVE-TOOL FUNDRAISER: EXPLORING THE CHARACTERISTICS OF THE BEST IN OUR BUSINESS

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About the Presenters



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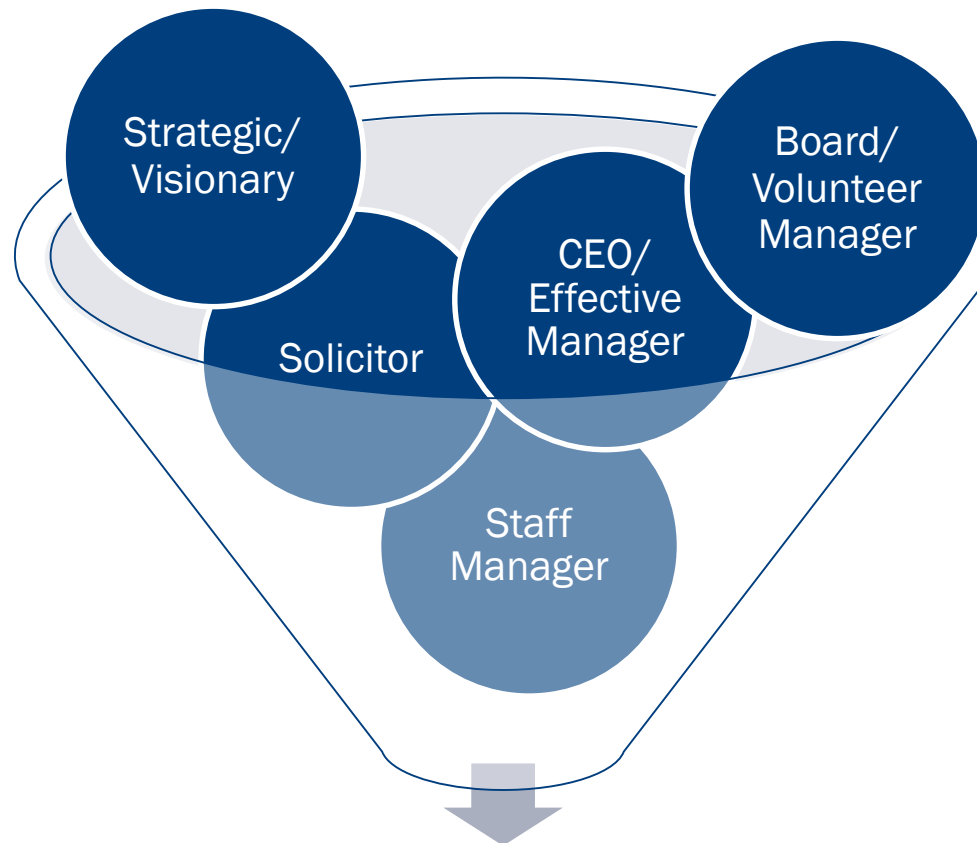
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The Five Tools



Five Tool Fundraiser

Why Does It Matter?



Best fundraisers are not just good salespeople.

Skills and characteristics of great fundraisers often overlooked.

Better understand a complex and demanding profession.

Knowledge of how to improve, become the best, cover deficiencies.

Improve hiring manager decisions.

Advance conversation about development profession



EFFECTIVE SOLICITOR

Effective Solicitor

- Mission-driven and passionate
- Strong institutional knowledge
- Relationship builder
- Knows audience and emphasizes
- Expert communicator
- Asks for support
- Goal-oriented and metrics focused
- Effective time management and prioritization
- Proper planning, execution, and follow-up
- Fundraising DNA





EFFECTIVE MANAGER OF CEO AND EXECUTIVE TEAM

Effective Manager of CEO and Executive Team

- Teacher and mentor
- Senior member of the Leadership team
- Develops tools and resources
- Facilitates significant fundraising activity and results
- Prepares executive for meetings
- Sensitive and supportive of CEO role

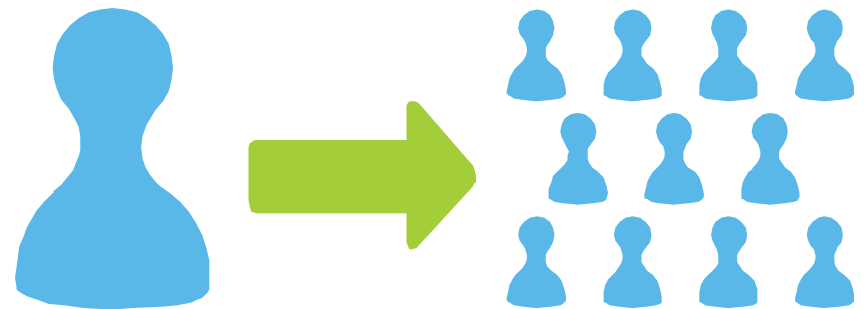




EFFECTIVE MANAGER OF BOARD AND VOLUNTEERS

Effective Manager of Board and Volunteers

- Adequate orientation and clear expectations
- Ongoing training and education
- Work plans and appropriate staffing to accomplish goals
- Measures performance
- Regular meetings, communication, and dialogue
- Caring and thoughtful relationship-builder
- Maximize utilization of unique member assets
- Organizes and runs effective meetings
- Builds a culture of philanthropy
- Gives credit and praise freely

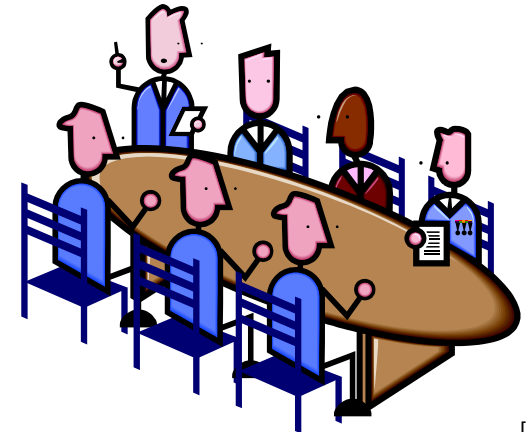




EFFECTIVE STAFF MANAGER

Effective Staff Manager

- Hires the best – the 7 “F’s”
- Minimizes turnover – promotes longevity
- Driven to help staff succeed
- Significant care and feeding – understands keys to job satisfaction
- Creates a positive working environment – esprit de corps
- High but reasonable expectations – metrics-focused
- Perceived as a role model
- Gives credit freely – accepts responsibility for staff failures
- Organization’s top cheerleader
- Not afraid to have the tough conversations
- Consistent and balanced
- Sensitive to personnel issues





EFFECTIVE STRATEGIST

Effective Strategist

- Always looking ahead
- Takes initiative
- Big tenter – pulls together and unifies diverse groups
- Seeks and uses wisdom of others
- Assesses needs and casts a big vision
- Creates strategic and tactical plans
- Makes the complex simple
- Understands and anticipates philanthropy and trends
- Makes course corrections when necessary
- Maintains focus on activities that raise money
- Navigates around politics – keeps drama to a minimum





Q & A

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