


**Campaigns
as
Organizational Calls To Action**

***Leveraging (not fearing) the energy and accountability
associated with major resource development efforts***

Association of Fundraising Professionals
July 23, 2008

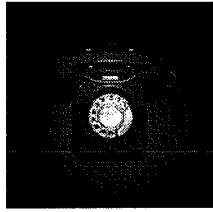
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EMPOWERING ORGANIZATIONS THAT SERVE

Today's Agenda

- The phone rings at 3 a.m. ...
- What can you assume?
- What can you expect?
- What should you do?
- Q & A



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The phone rings at 3 a.m.* ...

- **Who is it?**
Ideally: CEO Frequent Reality: Dev. Chair
- **What is the message?**
Ideally: We are planning for the future and we want your participation.
Frequent Reality: We need you to raise \$20 million by next October.

* ok, it's really 3 pm at your office, but this made a better intro ...

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The phone rings at 3 a.m. ...

- What is your response?
Ideally: "I'd like to understand more about the effort."
Frequent Reality: "O.K."
- Whom do you call next?
Ideally: Members of the executive team
Frequent Reality: Glazer's Distributors for a rush delivery

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What can you assume?

- The organization is at some type of crossroads
- There may or may not be logical thinking behind the project
- The energy and/or anxiety level is high
- Volunteers may or may not be involved
- The staff may or may not be involved
- You will need to perform at a higher level

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What can you expect?

- Increased work load
- Lots of questions
- External consultants of all stripes
- A spotlight on your office, your performance, and that of your team
- To be excited
- To be tired
- To be challenged
- To do business differently

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What should you do?

- Get a seat at the table
- Operate from information, not anecdote
- Communicate with your team
- Communicate with your volunteers
- Demand a vision, a plan, and a business model
- Require an internal audit in preparation for the project
- Make sure your house is in order

In other words: LEVERAGE AND LEAD

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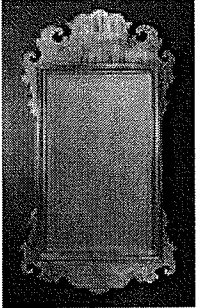
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What should be your desired outcome?

- Support for the effort *and* increased annual support
- Exceeding the goal *and* maintaining your sanity
- Successfully staffing the campaign *and* improving your operations
- Better relationships with your donors *and* better relationships with your community

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Look in the Mirror:

When is the campaign in your future?

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So Starting Today,
What Will You Do Differently?

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