



Strategies for Success

Smart fundraising ideas from Hartsook

Recruiting Great Fundraising Leaders



Great volunteer fundraising leaders can be worth their weight in gold – literally. But finding effective board members, fundraising or event committee chairs, and campaign cabinet members is not always easy.

Recruit – Don't Just Ask

If you walk up to someone and ask them to be on your committee, you might get a quick “no.” No one needs to attend another meeting. However, if recruited properly with uniquely-tailored strategies, individuals can be convinced their leadership will make a difference. Don't tell them you need “someone.” If anyone will do, they might suggest you find someone else. Tell them why you have selected them and how their skills are needed and important. Since fundraising is not about money, but about changing lives, be sure to connect your mission to the work.

Build Your Own

If there isn't a host of leaders waiting to be asked, that's okay. Fundraising leaders are not Easter Eggs, waiting to be uncovered. More often, fundraising leaders emerge as part of great leadership on your part. Look for candidates with a commitment to your mission, an entrepreneurial spirit and understanding of the impact philanthropy can have on those you serve, and perseverance. Assure them you will provide all the training they need to guide them in using their time wisely, so they will be successful.

Keep Your Promises

So, you've attracted and recruited committed individuals to lead your effort to raise money. Now, make sure you keep the promises you made to them. Train them, communicate often, support them, and make sure they have the tools they need to be successful. Prepare them for meetings, rehearse and role play solicitations, and set them up for success.

Great fundraising leadership starts with you. Be prepared, excited, encouraging and have an attitude that inspires. You will find leadership is contagious.

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