

Focus on>

The six secrets of a successful fundraiser

Secret number

FIVE

Alan Clayton, Cascaid



NEVER
Being happy



Three types of fundraiser

Supreme
leader



Front line
street fighter



Back room
boffin



NEVER

Being happy

means



The
RELENTLESS
pursuit of
EXCELLENCE



For everyone ...

- How good is excellent?
- Being the best
- Compare to
 - Other charities
 - The rest of the world
 - Yourself



For everyone ...

- Raising the bar
- **Challenge Everything**
- Celebrate then calibrate



Streetfighters could be ...

- Community
- Events
- Corporate
- Directors of smaller or regional organisations
- CEOs



For the streetfighter ...

- Working the skills
 - Sales
 - Speaking
 - Listening
 - Passion
 - Organisation
- Look at commercial customer care

first direct

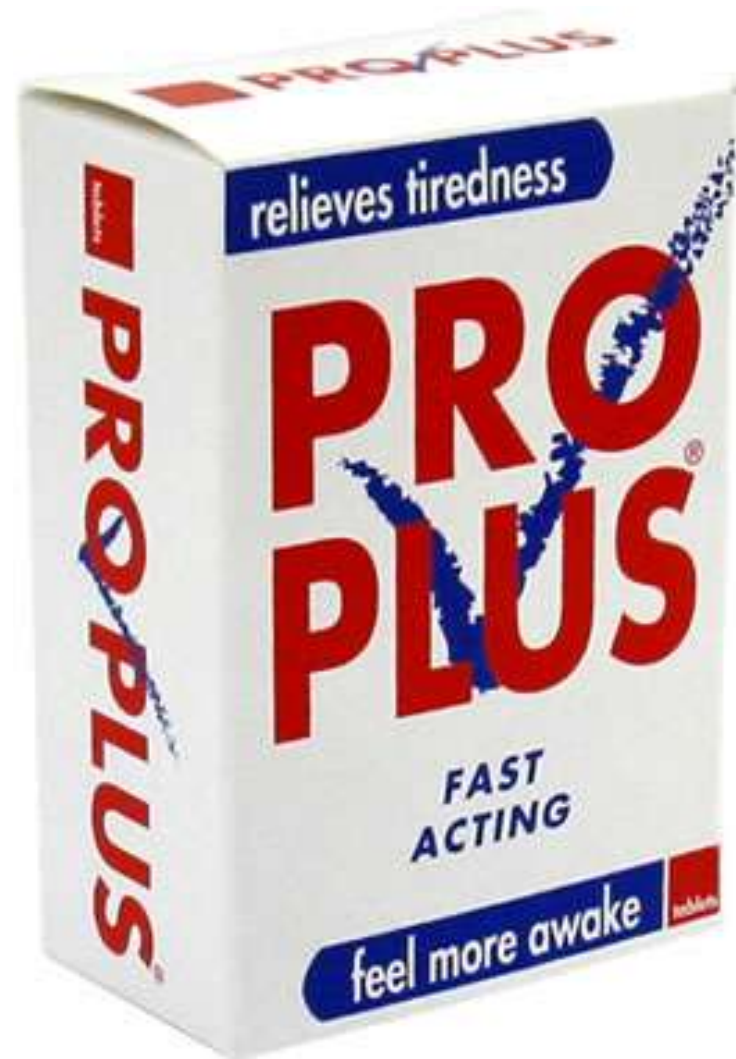
For the streetfighter ...

- Driving other people
- Nice is not enough
- Amateurs need to be professional
- Lead by example and demand excellence



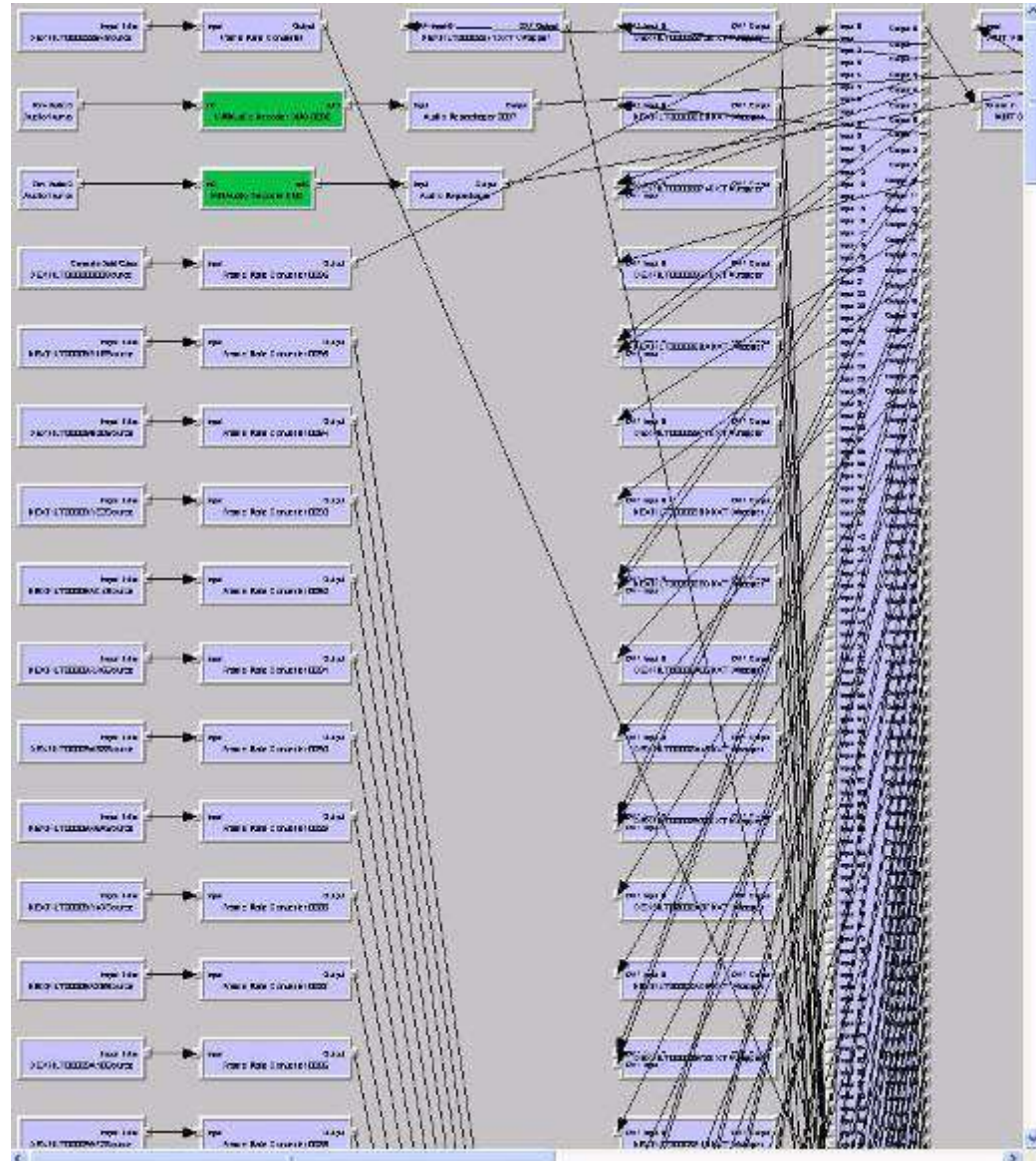
For the streetfighter ...

- Keeping energy levels up
- Believe in your job
- Remind yourself why
- Train, train, train
- Keep stuff fresh
- Keep fit!



For the boffin ...


- Boffins could be
 - DM
 - Trusts
 - Database
 - Customer service



For the boffin ...

- The best boffin

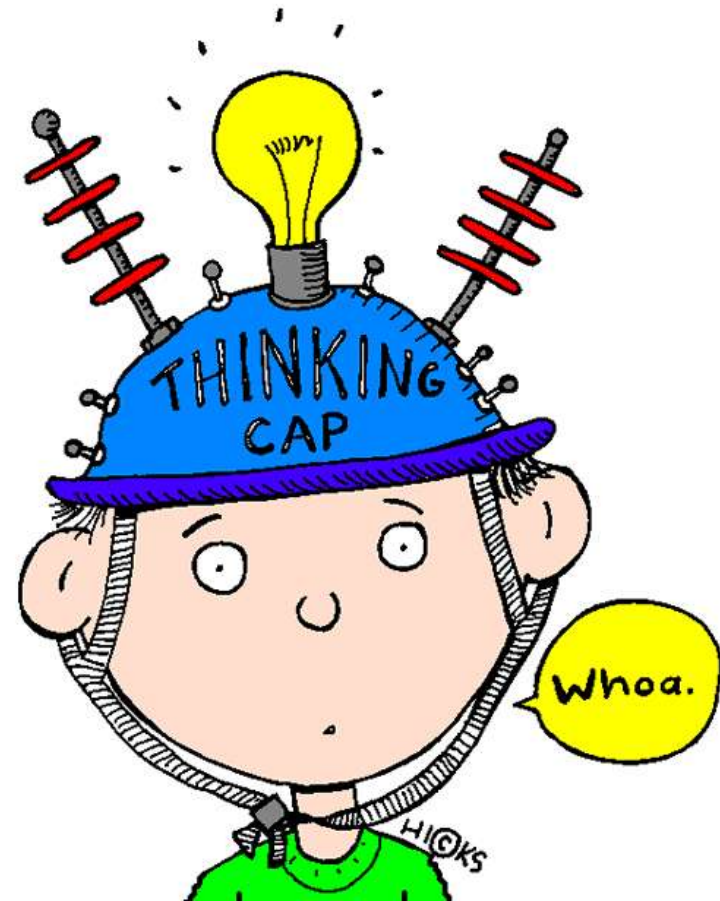
KNOWS MORE

OGILVY
ON 
ADVERTISING

For the boffin ...

- Question everything
- Of your programme
- Of yourself
- Of others

- It's your job to be annoying!



For the boffin ...

- The culture of detail
- One crap key-stroke or one crap call ruins everything
- An internal campaign on *“why detail is vital”*



Leaders could be ...

- Directors
- Team heads
- CEOs
- Trustees
- Senior volunteers



For the leader ...

- Relentless simplicity
- 3 contradictions



For the leader ...

- Contradiction 1

The dream

v

The detail



For the leader ...

- Contradiction 2

The plan

v

The people



For the leader ...

- Contradiction 3

The long term

v

The distractions



For everyone ...

- Busting the culture of the

**LOWEST
COMMON
DENOMINATOR**

Experts make the
decisions!!!!!!

$$\frac{5}{6} \times 4 \quad \frac{7}{8} \times 3$$

Multiples of 6:

6, 12, 18, 24

Multiples of 8:

8, 16, 24

$$\frac{20}{24} \quad \frac{21}{24}$$

For everyone ...

- To have experts you need

**Perpetual
Personal
Improvement**

S – K – A

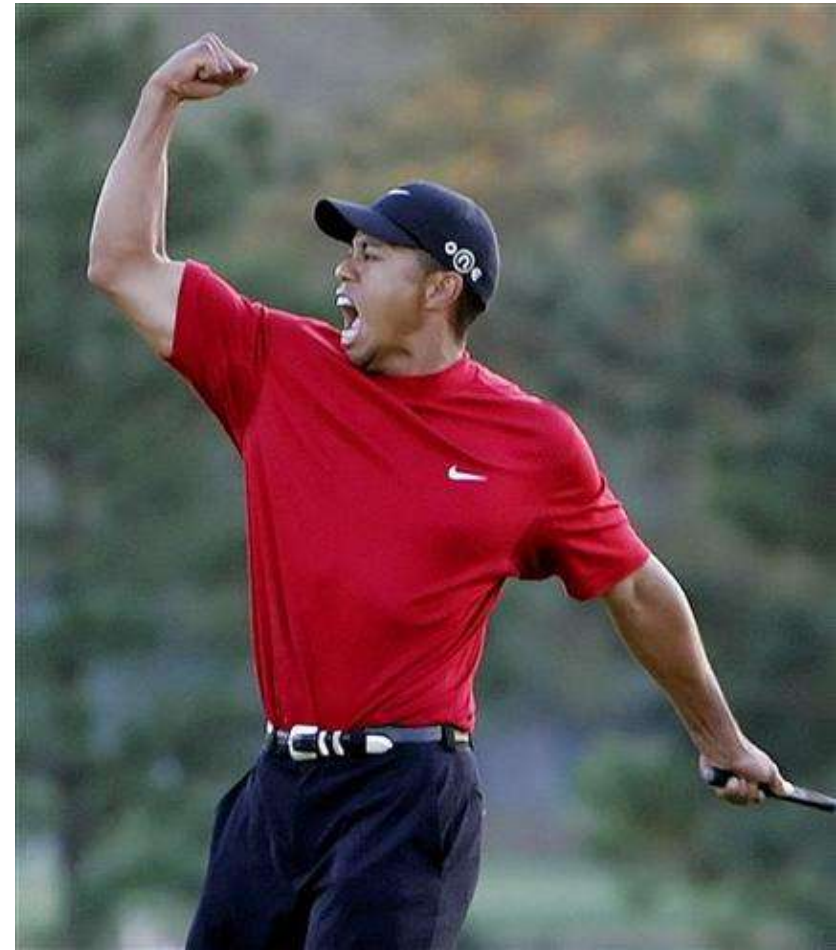


For everyone ...

- The biggest characteristic

COMPETE

**Against other fundraisers
Against the world
Against YOURSELF**



The best ...

- Streetfighter **DOES** it better
- Boffin **KNOWS** more
- Leader **THINKS** more clearly

NEVER
Being happy
means



**NO
EXCUSE**



GOOD ENOUGH

is not

GOOD ENOUGH



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Junior Fundraiser Chief Executive Middle Management

Legacy Fundraiser E-Media Fundraiser

Marketeer Director of Fundraising Event Fundraiser

A Good All rounder Trusts Fundraiser

Major Gifts Negotiator Climate Champion

