

**The six secrets
of a successful fundraiser**

**Secret number
FOUR**

Jo Swinhoe, Alzheimer's Society

Six secrets of successful fundraisers

- Project commissioned by the Institute of Fundraising
- Facilitated discussion groups of fr directors and heads of fundraising from a variety of sizes of charities
- Took their learning's and insights to come up with the six secrets
- ...this is secret number four

“Can Do” Attitude

Three angles on the secret...

- You
- Your boss – head of fundraising/director of fundraising
- Your organisation

“Can Do” Attitude

Can do attitude – looks like this in you

- Bringing solutions not problems
- Listen, learn, steal, beg and borrow...
- Offering to lead
- Flexibility
- Make it happen

Can do attitude – looks like this in you

- Seeing the big picture
- No territorialism
- Securing agreements at key points
- Actively seeks feedback and accepts and learns from positive criticism
- It's not personal...

Can Do Attitude – brings for you...

- Sense of achievement
- Liberation from micro management
- Self and professional development
- Gaining experience
- Developing a thick skin

How to help yourself get this

- Know your job inside out – this is your first responsibility
- Know yourself and be really honest...
 - Do you plan?
 - Do you think?
 - Do you recognise any of the characteristics in yourself?

How to help yourself get this

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- Listen, learn, steal, beg and borrow...
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How to show yourself as a 'can do' sort of person

- Take an interest in other people's challenges
- Be prepared to listen to...
- Ask questions and offer to help
- Look for opportunities in department and organisational business plan

Can Do Attitude – for your boss this looks like...

- Shared responsibility
- Positive atmosphere at work
- Sense of moving forwards with excitement
- Being in partnership with staff
- Leading not pushing...

How to help the boss get this!

- Think about this secret and why your boss would see this as important to them – manage upwards...
- Find a good time to discuss it
- Lead by example and tell people you are doing this

Can Do Attitude

- For the organisation...
 - Integrated working
 - Self establishing teams
 - Faster delivery on mission

The general top tips...

- Build time to do something about this tip
- Take charge of your future – it's not done to you
- Build a network of fundraisers, work together, challenge each other
- Get a mentor
- Success is whatever it means to you – not always about being promoted

**What are you
going to do
about it?**

The National Convention is the only event designed to meet the needs of every fundraiser

Institute of Fundraising **National Convention**
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Legacy Fundraiser E-Media Fundraiser

Marketeer Director of Fundraising Event Fundraiser

A Good All rounder Trusts Fundraiser

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So Much More Than Training

This is your opportunity to build your networks, make your voice heard and really have an impact in the fundraising sector. This is the one big chance this year for you to meet your fellow fundraisers, pick their brains and share your knowledge and experience. The fundraising community will welcome you with open arms and give you the chance to make the contacts that will help progress your career.

6-8 July 2009

Hilton London Metropole, London UK

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