

Focus on>

The six secrets of a successful fundraiser

Secret number

SIX

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Fundraising & Communications Director

The Brooke



KNOW & FEED
~~THE BEAST~~
BOSS

POST IT WITH YOUR TIPS IN 5 SLIDES TIME

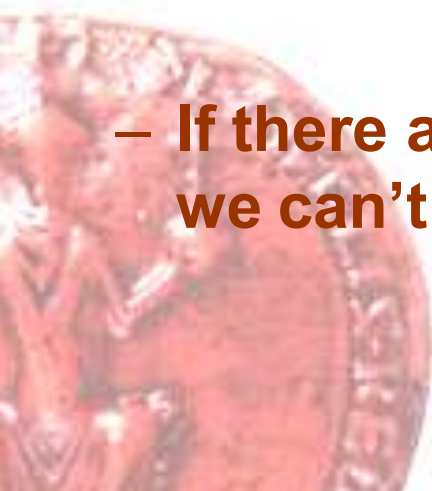




Research confirms the world isn't full of great bosses...



- 40% of us don't get the support we need to do our job well
- 47% of us feel unsupported in developing our careers
- 23% of us don't have a good relationship with our manager
- *Third Sector Charity Pulse Survey 2007*
- *Birdsong Charity Consulting* www.bird-song.co.uk
- If there are no guarantees we'll have the “right” boss & we can't create them...

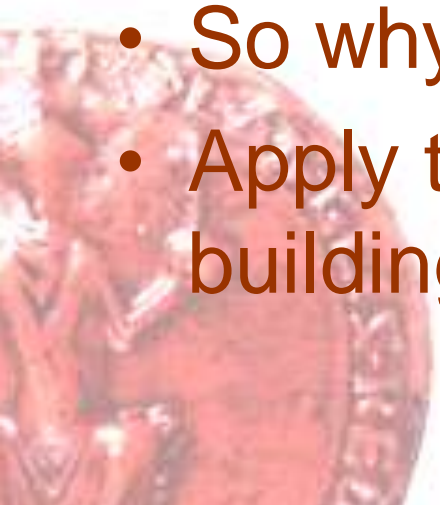


Sink...or swim?



Fundraisers can swim

- We are born survivors
- We are great at influencing people
- Experts in understanding, empathising, working out the motivations and needs of our donors.
- So why not our bosses?
- Apply the same nowse to your career building as you do your fundraising



Learn to swim

Our behaviour and attitudes need to impress the people who will decide if we progress or get sidelined

So, manipulate them (manage upwards)



Don't become the one who always complains

Or leave them (go elsewhere)

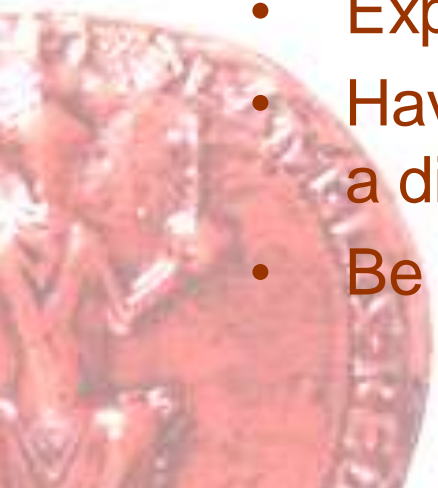


How?

- Refer to research with Fundraising Directors
- **What do you think? POST IT TIME!**
 - What are your tips for making sure the boss helps you to develop in your career
 - If you are a boss, what secrets can you pass on?
 - Stick ‘em up
- **Reading between the lines...Directors told us that their staff need to understand what they need to be successful & achieve their priorities**
 - Here’s what they said...

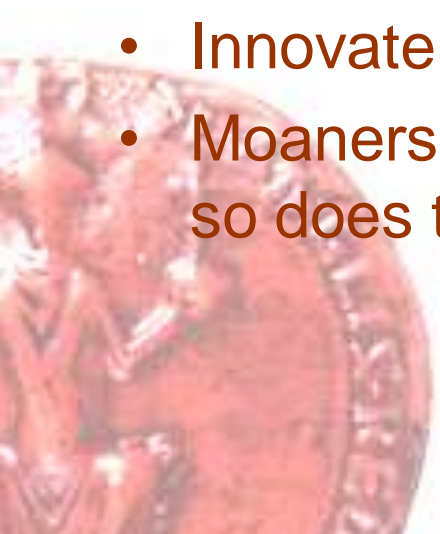
FR Director Research 1

- Focus on the money – say it
- Intuitively pick things up and run with them
- Get approval at key decision points - keep your boss on board through a project/strategy
- Don't be too needy - Not wanting/needing to be micro managed
- Challenge but know the boundaries
- Help/guidance from your boss - it is adding value
- Expect to have to work to earn your bosses trust
- Have some bottle – be prepared to make the case for a different solution
- Be great at managing upwards (manipulate)



FR Director Research 2

- Don't take things personally
- Be flexible – adapt/alter projects when necessary
- Seeing wider implications for your boss
- Avoid territorialism - raise money for some one else
- Say “yes”
- Bring solutions not just problems
- Innovate and get excited about new things
- Moaners will go no where...you know who you are and so does the boss



Any more tips you'd like to add?



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6-8 July 2009

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