



BGSU

University
Advancement

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The Big Idea and Measuring the Success of Fund Raising Programs

TODAY'S GOALS

- I. Outline the Importance of the Big Idea in Securing Leadership Gifts
- II. Discuss Effective Ways to Measure Fund Raising Productivity
- III. Outline Best Practices for Measuring Productivity in Small Shops
- IV. Discuss Best Practices in Promoting a Proactive Teamwork Approach

I. Power of the Big Idea

A. Who Cares?

B. Donors Give Transformational Gifts for Big Ideas that have Impact

C. The \$50 Million Gift

II. Measuring

Success/Productivity We Make Things Too Complicated:

- A. Event Fund Raising (Golf Outings/
Fund Raising Dinners)
- B. Raffles/Auctions
- C. Magazine Sales

- A. Build the Relationship (Listen)
- B. Discuss the Passion
- C. Match the Passion with Needs/
Opportunities
- D. Make Magic Happen

*If you don't set goals,
you can't regret not
reaching them.*

Yogi Berra

Traditional Measurements

A. Dollars Raised

B. Number of Calls, Moves or
Contacts

C. Proposals Submitted

Qualitative Approach

- A. Proposals Submitted vs. Proposals Closed
- B. Dealing With Objections
- C. The Call Report Audit

III. Monitoring Quality for Small Shops or Start-Up Programs

A. Build Relationships

1. Thank you Campaign
2. Share Big Ideas/Needs

B. Build Infrastructure Support

1. Strong Database
2. Staff Training and Orientation

C. Develop a Culture of Asking with Team Approach

1. Role Models
2. Help from Key Volunteers

More Established Programs

A. Guard Against Complacency

1. Strive for Continuous Improvement
2. Provide Continuous Feedback/Clarify Roles
3. Encourage Excellence!
(Be a Good Role Model!)

IV. Importance of Proactive Teamwork

A. Coordinating Prospect Approaches/Assignments

1. Corporate and Foundation Prospects
2. Volunteers
3. Prospect Assignments

B. Weekly Prospect Meeting (Team Approach)

1. Discussion of Proposals Pending (No hiding)
2. Discussion and Study of Top Prospects in Priority Order

V. Conclusion

1. Donors Give Big Gifts for Big Ideas
2. Go Beyond Measuring Dollars/Qualitative Data
3. Clarify Roles and Provide Continuous Feedback
4. When in Doubt, Visit with Donors
5. Create Culture of Teamwork, Sharing Information and Shared Success

Thank You.

Questions/Discussion