

ROLE OF THE FUNDRAISING PROFESSIONAL

It can't be overlooked that the success of an organization's fundraising is dependent, in large measure, on capable and dedicated professional staff. It's also important that professionals recognize their distinctive role based on a fundamental fundraising equation:

"90/10"Equation

- **Fundraising professionals should be expected to do 90% of the work and receive 10% of the credit for fundraising success; and,**
- **Fundraising volunteers should receive 90% of the credit for accomplishing 10% of the work, *and that's helping to secure financial and leadership commitments.***

A PROFESSIONAL FUNDRAISERS CHECKLIST

- I can articulate clearly my organization's fundamental mission, goals and funding priorities.
- I consistently apply the "90/10" Equation in working with my volunteers.
- I am patient with volunteers recognizing that they have personal and professional time priorities ahead of their volunteer fundraising commitments.
- I offer prompt and valued assistance to volunteers in aiding them to meet their accepted fundraising goals.
- I take advantage of diverse talents and varied time availability of volunteers.
- I keep volunteers well-informed but not over-burdened with information and paperwork.
- I listen carefully to volunteer ideas and suggestions and candidly assess practicality based on our organization's policies and goals.
- I actively assist volunteers in the cultivation and solicitation of potential major donors.
- I do what I say I will do in a timely manner.

How do you check out?