

# Successful Fundraising

Remember that people are different, but the common thread is Rotary and the ideas, as well as the people, may come in all sizes, shapes, and colors.

## The Process: Project management

### Preparation

- Set the Goal

Simple goal, well defined and easy to understand by all parties. (The implementation may be complex but the focus should be narrow and specific)

Know that it can be a long process to get to the end and there may be several sub-goals and mileposts to be established and worked toward.

- What, Where, When

Get everyone on board before the project starts, including President, members, etc. They must buy into it before even starting any other actions.

- Develop Committees

Important in committee selection is to relate it to the person – is it their career field, do they have hidden talents, do they want to do something new?

Have clear committee responsibilities (job descriptions) and confirm their understanding.

3 stages or types of meetings:

- Committee chairs meet with their committee members – work on details, assignments, contacts.
- Event Chair meets individually with committee chairs – overview of goals & details and to keep on track.
- All committee chairs meet together to share progress for overall picture (not decision making – takes too much time) [Have meeting notes or minutes.]

- Chain of responsibility

Know who does what and when. Use flow charts and/or time lines with clear and distinct responsibilities among participants. Confirm their understanding. Not too

much democracy in maintaining the movement toward the goal, however. There should be only one leader (benevolent dictator!).

Responsibilities may change as time goes by - some people may take on more active roles (and some do less). This allows for cross-fertilization, increases the dynamism, and allows for individual initiative. Leader must always keep the project goal in mind while allowing some flexibility. Confirm all people's understanding of their role and continue to confirm as the project progresses.

Who is responsible for what phase:

- How do they understand their role? Is it the same as the leader's understanding? Confirm!

## **Implementation**

- The project should be fun. If well planned there will be few major problems and all parties will have a good time. The implementation phase must be well defined by both time and place so everyone knows when it starts and ends. Have a definite end time. Confirm everyone's understanding.
- Plan for changes or emergencies. Use "what if" scenarios, e.g. What if it rains? What if a vendor doesn't come? (Everyone should have each other's back.)
- **No project survives the 1<sup>st</sup> hour of implementation** – something changes – you have to be flexible, adapt, re-orient.
- Cover all details.
  - Who does what and when. Little things can cause big headaches. How do you know everything has been attended to? Check! Confirm!
  - **Expect that there is always some tail that never gets taken care of!**

Who is responsible for seeing the tail gets taken care of? This is part of early planning and contingency planning.

## **Wrap-up**

- A member-wide wrap up meeting, party, or get together is a good idea. It will help to define success, inadequacies, and is a great place for war stories.
- One word you've heard several times & it is most important to the whole project:

**Confirm, Confirm, Confirm**