The Do-Gooder's Attitude

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Do Good. Better.

Small Groups: Bitch Session!

Introduce Yourselves: Name, Position, Organization

What factors negatively impact our attitudes as fundraisers?

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An all too familiar story…

Do-Gooder's Attitude Assessment

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I see myself as an agent of change.

- ✓I promote and enable change to happen in my organization.
- ✓I cultivate a culture of philanthropy and inspire people to participate in the fund development process.
- ✓When people in my organization lack understanding or commitment to philanthropy, I don't write them off or engage in conflict. I figure out how to bring others along.

Never - Rarely - Sometimes - Always

I focus on my organization's mission and how it benefits the community.

- ✓I understand and value the organization's mission.
- ✓I view my role as being that of educator and connector.
- ✓I seek to do what is best for the community, the mission, and my organization's stakeholders.

Never - Rarely - Sometimes - Always

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I recognize, embrace and use my expertise.

- ✓I am a professional fundraiser.
- ✓I pursue knowledge and skills and stay current on trends in the field.
- ✓I consciously build my credibility through credentialing and rigorous ethics.
- ✓I see myself as a fundraising expert and position myself as such in my organization.

Never - Rarely - Sometimes - Always

I take the high road.

- ✓I try to always do the right thing – even when it isn't popular or easy.
- ✓I subscribe to the AFP Code of Ethics and do my best to follow it.

Never - Rarely - Sometimes - Always

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I focus on building positive, lasting relationships between my organization and each donor.

- ✓I prioritize my organization's long-term relationship with each donor. (Not my own relationship with the donor.)

Never - Rarely - Sometimes - Always

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I listen more than I speak.

- ✓I am a truly curious person and want to know more about the people around me.
- ✓I understand that it is my ability to truly listen, not my ability to talk at people, that gets the gift.
- ✓I know that listening deeply and understanding the motivations of each donor ensures a mutually beneficial relationship that lasts over the long haul.

Never - Rarely - Sometimes - Always

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I manage my emotions.

- ✓I am emotionally intelligent: self-aware, confident, assertive, and able to communicate effectively.
- ✓I work hard at not taking things personally or letting stress get the better of me.
- ✓I prioritize self-care: relaxation, exercise, sleep, regular meals, and support from friends, colleagues, and professionals when needed.

Never - Rarely - Sometimes - Always

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Small Groups: Solution Time!

- What ideas do you have for attitude-strengthening solutions to the circumstances that challenge your attitude?

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Attitude-strengthening strategies

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To help you see yourself as an agent of change.

- ✓Make a plan to woo key influencers in your organization - CEO, Director of Finance, Director of Marketing, Board Chair. Help them understand the culture of philanthropy and their role in it.
- ✓Work with your CEO to ensure you have a place on the executive leadership team. Help them understand the pivotal role you can play by representing the donor perspective at the leadership level.
- ✓Request time on the board agenda to ensure you are well-positioned among board members.

To focus on your organization's mission and how it benefits the community.

- ✓Educate yourself about your organization's mission and programmatic work. Find ways you can stay in touch with the mission-related work.
- ✓Educate yourself about the ecosystem in which your organization works. What role does the organization play within the greater community? How is it complementing (or duplicating) the work of other organizations? Is your organization considered a good collaborative partner?

To help you recognize, embrace and use your expertise.

- ✓Continually learn and improve your knowledge and skills.
- ✓Stay up to date on trends and best practices. Subscribe to journals, podcasts and publications that keep you current.
- ✓Consider the certified fundraising executive (CFRE) or similar credential to build your credibility. www.cfre.org
- ✓Speak your mind and have the evidence to support your point. Position yourself as the fund development expert in your organization.

To help you take the high road.

- ✓Clarify your values. Try these worksheets: https://thewellnesssociety.org/wp-content/uploads/2022/11/Values-Worksheets.pdf
- ✓Study the AFP Code of Ethics. www.afpnet.org
- ✓Seek support from your AFP colleagues locally or nationally.
- ✓Learn to communicate directly, assertively and compassionately in ways that build relationship, even amidst conflict.
- ✓Try *Nonviolent Communication: A Language of Life*, by Marshall B. Rosenberg & *Crucial Conversations: Tools for Talking When Stakes Are High*, by Patterson, Grenny, McMillan & Switzler.

To help you building positive, lasting relationships between your organization and each donor.

- ✓Spend a lot of time listening to your donors. Make thank you calls, schedule visits, pay attention to donor comments on social media, conduct donor surveys.
- ✓Personally and regularly review gift logs and donor records so that you can understand donor behavior and watch for stewardship opportunities.
- ✓Personally thank donors for their longevity and consistency as well as their generosity.

To help you improve your listening skills.

- ✓Complete the “Do Gooder’s Listening Assessment” and create your own listening improvement plan.
- ✓Ask your family, friends, and colleagues to rate your listening skills. Declare your commitment to improving your listening skills and ask them to give you regular feedback.

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To help you manage your emotions.

- ✓Find a cadre of fundraisers you can trust and share your experiences, feelings, and challenges with.
- ✓Learn more about emotional intelligence and consider an EQi© assessment. Try: *Emotional Intelligence: Why it can matter more than IQ*, by Daniel Goleman.
- ✓Establish your boundaries and stick to them. How many hours do you work every week? How long are you willing to sustain working overtime? Extended periods of overtime can burn you out.
- ✓Consider a coach or therapist who can help you develop skills for managing stress and increasing your self-mastery skills.

Fun ways to get your inspiration going!

- See yourself as a superhero!
- Choose a theme song
- Make up songs about your anxieties or problems
- Host Happy Hour or Tea Time with colleagues
- Bring your dog to work
- Dance Party breaks

Small Groups: Inspire Yourself!

Create a superhero moniker to inspire you

OR

Select a theme song you could play in your car on the way to work

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Thank You!

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