

Moves & Management

January 2010

Catch The Osborne Group

JANUARY 24-26, 2010
CASE NAIS Independent School
Conference
"Your Conference Fee in Free
Consulting"
New York, NY

FEBRUARY 16, 2010
Women in Development
Albany, NY

APRIL 7, 2010
Association of Fund-raising
Professionals - W. Lafayette
West Lafayette, IN

APRIL 14-16, 2010
International Fundraising Festival
Prague, Czech Republic

Opportunities for Investment

WHAT:

Mentors, In-office training opportunities

HOW:

Who on your team could be a mentor?
What would they need to do this well?

WHAT:

Bringing in personal coaches to work with
you, staff leaders, and volunteers

HOW:

1. The Osborne Group offers personal coaching services.
2. Peers from other institutions can serve as personal mentors.
3. Perhaps you met someone at a conference you admired; give a call or connect on-line.

WHAT:

Joining in an organization like The

Happy New Year Keys to Success

As you look ahead there are THREE things you might consider to position your for success in 2010.

#1 - Assess

I know you are assessing your progress against goals, name-by-name table of gifts, and strategies for closing gifts. Are you also assessing staffing needs? Human capital is your most valuable commodity. We are in the relationship-building business. Investing in human capital is as essential as anything else you are doing - and drives your success in all other areas.

1. Assess the strengths, weaknesses, capabilities, skills, competencies, and aspirations of your current staff (or your own strengths, weaknesses, and so forth...)
2. What will help you make the person you promoted, the new hire, or the staff left behind after layoffs, the most effective, productive, satisfied, and happy?
3. Just as you are completing a name-by-name assessment of donors, finalize an exhaustive review of your team (or your own skills and competencies).

Assessment is the first step in responsible and strategic decision-making.

#2 - Plan

Create a plan for each staff member. How will you maximize each staff members' "gifts"?

1. If it exists, you can write it down. So do it. If you're not sure, ask questions of your staff to help create a strong plan.
2. What does each staff member need to maximize their strengths and minimize weaknesses? What new things does each member need to learn?
3. For your stars, what will it take to keep and grow each star?

If you are doing this for yourself, ask the same questions.

Osborne Group for skill-building, tailored sessions

WHEN:

We come to you, when you need us, on your turf with affordable, value-added master classes designed to meet your needs.

HOW:

[Email us](#) or call us at 914.428.7777

WHAT:

Send staff members to targeted conferences

WHEN:

The [Institute for Charitable Giving](#) conference "**Great Beginnings**" is ideal for new staff with one to three years experience.

February 22- 23, 2010

Cosmos Club, Washington DC

For senior leaders: [CASE Winter](#)

Institute - Development for Deans

February 15-17, 2010

Washington DC

About Us

The Osborne Group is a full-service, international consulting, management, and training firm specializing in opinion research including donor and customer satisfaction and campaign feasibility studies; philanthropy including board transformation and campaign counsel; and organizational management including strategic planning and retreat facilitation.

Contact us at

mail@theosburnegroup.com or (914) 428-7777.

Visit us and view or download free trends and tools at:

#3 - Invest

1. How will you help your stars stay?
2. What increased responsibilities, learning opportunities, and course corrections does each staff member need?

If you are doing this for you, answer the same questions so you can make a strong case to your supervisor.

Identifying those activities that will help each member maximize his or her skills, abilities, competencies, and aspirations will enable you to invest in the best and reap the greatest rewards for your program!

The Latest On: Donor Motivation

What inspires a donor to give? There is probably no question more fundamental to your success in fund development than this one.

Of course, ultimately the answer is different for each donor - the mix of reasons why one person gives is unique from the reasons why another person may give. And that is why individual attention - asking questions and listening to the answers - is your most powerful tool.

However, some new research from the Center on Philanthropy at Indiana University may help craft stronger messages when you are speaking to a group of potential donors at once - and can better arm you to interpret what you're hearing from your donors, face-to-face, one-on-one.

Highlights from their comprehensive study of donors:

- **Overall**, donors most often cited "*Providing for basic needs*" as their #1 motivation for giving, with "*Making the community better*" a close second.
- But, **donors with incomes over \$100,000** consistently said that "*Making the world a better place*" was their #1 motivation for giving, with "*Providing for basic needs*" coming in a distant third!

How to respond: *Consider your audience and adjust your message.*

When you are speaking to a broad audience, who is likely to be of mixed income levels, speak to the ways in which your programs provide for the basic needs of the people you serve in your community. How are the services you provide fundamental to our needs as human beings?

When you are reaching out to your upper-level donors - and those you are looking to inspire to greater levels of support - make your case differently: speak to the ways in which your organization supports an enriched community, region, state or nation. What would be missing from the world if you were not providing the services you do?

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The study also documented regional differences in motivation and values, quantifying what many of us may have believed by instinct and anecdote for years.

- In those areas of the country where "individualism" is more highly valued, donors report giving more often to organizations they associate with being involved with education and youth development;
- In those areas where "community" is more highly valued, donors report giving more to organizations they identify as health and human services related.

How to respond: Focus your message to highlight what you achieve

In those areas that are more likely to value "individualism", which the study authors located in the Midwest/Great Plains, Mountain and Western states, focus on those aspects of your program that provide education and ***speak to your outcomes in terms of skills mastered, individual results achieved***. This is easiest, of course, for institutions working in education or with youth, but nearly all organizations can make the case for ways in which they are *educating* their community about the issue they address and all should be speaking to results achieved in their area of focus!

In areas that place greater emphasis on community or "collectivist" values, frame your programs in terms of helping groups to integrate more fully into the larger community, and highlight the benefits to the community when everyone is included. Again, this is easiest for those working explicitly in human services. For those in other areas, focus your message on ways in which the community benefits from your presence - not just those directly involved in or benefiting from your work, but everyone in your community, state or region.

A MODEST INVESTMENT NOW REAPS LONG-TERM RESULTS

To maximize your results, contact us for a comprehensive assessment of:

- Stewardship
- Major Gifts
- Board
- Annual Campaign
- Post-campaign activities
- Alumni Relations

You'll receive a detailed review of your current program, an on-site consulting visit, a detailed set of recommended action steps to take and a timeline for implementing our strategic and tactical recommendations.

Audits start at \$7,500 flat fee.

For a complementary consultation, contact us at (914) 428-7777 and ask for Laura Goodwin.

[Forward email](#)

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