



## Raising Funds Is Everybody's Job

*Successful fundraising requires organization-wide effort. Here's how to get people involved.*

BY TERRENCE FERNSLER

### ***Team-Based Fundraising, Step by Step***

*By Mim Carlson. 119 pages. Softcover. San Francisco: Jossey-Bass Publishers.*

**M**any books speak to the advantages of a team approach to fundraising, but few give any perspective on creating the team. This book is one of those few. Bringing together knowledge of teams and organizational development, it shows how to move your nonprofit through a team-building process to reach your fundraising goals.

Traditional strategies for conducting fundraising no longer work. The team-based approach is the present and future of successful fundraising. It lets you use all your human resources. That means involving everyone in the organization in your fundraising activities—board members, executive director, development director (if you have one), staff, and non-board volunteers.

Teams get results. And they're relatively easy to form, especially if you follow Carlson's step-by-step approach.

First, she shows you how to get everyone in the organization to agree that teams are necessary for

productive fundraising. She describes how to build the team, giving it a vision, mission, and plan of action.

Next, she discusses the four major tasks of fundraising: Identify prospects, cultivate them, ask them for support, and recognize their generosity. In this section, she describes who does what on the team.

Finally, she offers strategies to evaluate your fundraising success and your team's health. As she notes, teams enhance not only fundraising performance but also personal growth. Every fundraising team needs people who can do the following: plan, motivate, facilitate, attend to detail, evaluate, and enhance social relationships. Working in teams helps people hone these skills and appreciate the talents of others in the organization.

A committed group, working together to achieve common goals, can accomplish much more than one individual. A fundraising team will yield better results and save time in the long run. This helpful book tells you how to organize a successful fundraising team and manage it to attain maximum productivity. ■

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*Terrence Fernsler is development director of the Resource Conservation and Economic Development District in Aberdeen, Washington, and president of the Development Training Institute, P.O. Box 15, 311 W. Martin, Elma, Washington 98541.*