



MULTIPLY 417

Passion: The Bridge between People and Purpose

Staff raise money? How do you hold them accountable?

Hey Rick,

Now matter where you sit on the Missional - Missionary scale of fundraising for your team, you've got to have a system of ways to set goals for them and then hold them accountable.

If you think the single (as in only) answer is \$\$\$, I'd honestly (if you'd be open to it) like to talk by phone and probe that answer a bit.

Don't get me wrong, \$\$\$ is going to be a part of any equation. But when does it come in to play and what kind of weight is it given must be determined in a broader and perhaps more comprehensive goals and accountability matrix.

Let me share a quick opinion:

You need a system that sets goals, and holds team members accountable within these 4 areas:

- Work Effort
- Strategic Effort
- Skills Execution
- and Yes, \$\$\$

I offer an eight week hybrid training (live and virtual) that very much includes an action plan for staff in their fundraising strategy including attainable and trackable metrics for Work Effort, Strategic Effort, Skills Execution, and dollars raised (\$\$\$). I've been fortunate to already work with numerous chapters around this material with very solid results. Want to know more? [Contact me or email me.](#)

Next Week: Phone skills

Passionately,

Rick
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