



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip June 5, 2023



Greetings!

The Official launch of MultiPLY 417 was January 5, 2021, but unofficially I was blessed with some of my earliest clients in July of 2020.

During this span, I have not taken any dedicated time off but this week I'm spending a week with my bride in Phoenix at a timeshare relaxing, golfing, zoo visiting, river floating, and just in general doing nothing.

So I'm pulling out the Tip of the Week archives and hoping you'll still benefit from one of my tips written a while ago.

Do your Staff raise money? How do you hold them accountable?

No matter where you sit on the Missional - Missionary scale of fundraising for your team, you've got to have a system that provides for measurable goals, including engagement planning and tracking, and then allows for an effective manner to see how they are doing and obviously, that holds them accountable.

If you think the only measurement of their development efforts is money, I'd like an opportunity to show you a different path. So give me a call at (209) 541-5720 or [email me](#), please.

Don't get me wrong, \$\$\$ is going to be a part of any equation. But when does it come into 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, \$\$\$

One of Multiply 417's offerings is 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.

In fact, feel free to touch base with Rick Selk, Craig Dickinson, Matt Schulte, and/or Jameson While. I'm confident all of them will reflect well on the benefits their staff and chapters received by engaging in this training.

Want to know more? **Contact me or email me.**

Blessings,

Rick

P.S. The rest of your fundraising writing tips will come out next week.



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Check out my website for
more helpful ideas!