

Top Ten Survival Tips for a Small Office

1. You are the Chief Cat Herder. Keep ‘em all going the right direction.
2. Whenever possible, accompany a board member during cultivation, but avoid standing in for a board member cultivating a prospect, and do not get sucked into asking in their stead.
3. Understand where your organization fits into the life of your board members and prospective donors.
4. Get all your required paperwork with your partner done as soon as possible and review it every 3-5 years (example: Donor Recognition Plan)
5. Organizations experience change in both staff and volunteer leadership. That change is not always planned. Prepare a general board training guide and a succession manual for each elected officer position
6. Calendar Calendar Calendar
7. Create a list of staff procedures to ensure smooth transitions (more than one person should know how you handle your top donors)
8. Know who you have: Review your database regularly for a who's who and pay attention to those who give intermediate gifts that come more than once a year (\$100-\$250 per gift)
9. When doing events, Make it Fun and They Will Come
10. Never take no for an answer – in public relations or fundraising

Paul Balaguer
Executive Director, Mesa Verde Foundation
paul@mesaverdefoundation.org 303-321-3120

Laura Davick
Director of Public Affairs/Founder and President Emeritus, Crystal Cove Alliance
davick@crystalcovealliance.org 949-376-0900

Courtney Lyons-Garcia
Executive Director, Friends of Big Bend National Park
friendsdirector@yahoo.com 512-529-1149