

**Team Concept for Annual Campaign**  
**Putting a Little More Fun in your Fundraising!**  
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These are the steps to infuse some fun and accountability into your annual campaign:

1. Fund Development Chair, President & Exec. Director meet in the summer to determine an Annual Drive goal recommendation for Executive Committee vote.
2. After determining a goal amount (cash, no underwriting), subtract the amount raised during the staff drive and divide the remaining amount by 6 (or number of teams plus ED) to give each team a goal.
3. Choose your best fundraisers and asked them to chair the team. They serve as communicators and cheerleaders (encouragers) during the drive.
4. Divide the remaining members among the teams, attempting to balance their fundraising capability (according to their previous fundraising record). If one team has fewer members, give them a few “powerhouse” fundraisers.
5. Team captains meet with their team during monthly board meetings August – November. The most valuable attribute of this meeting is to encourage team members to make their calls in order to have something to report, and in some cases, it gives Directors a reason to call again. (I’m going into this meeting & I’ve got to tell them SOMETHING that I accomplished this week! 😊)
6. Captains meet via ZOOM once between each fall board meeting to discuss progress, who needs help, who else needs to be added to the list, etc.
7. Team captains typically email their Directors once weekly, usually on Thursday. That way they can report every dollar that has been pledged that week, and each Director feels responsible to the other team members.
8. Celebrate and host friendly competitions! Perhaps someone can host a wine/cheese event for the winning team, offer monthly rewards such as getting a dessert or prize to the winning team during a monthly board meeting, or the winning team meeting at a nearby car wash to be picked up for the meeting so that their car could be washed during the meeting. Make it fun!

Team members seem to enjoy the bantering and “trash talk” that can happen during meetings...especially if your superintendent participates in it! Even if your board is a very competitive group, they still will collaborate with one another. For example, one team captain helps a captain from another team get an appointment with a particular business, knowing that his team wouldn’t get credit for the donation. Directors can't become territorial. They must remember that they are there to raise funds for students... the rest is just for fun.