



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

1. Our Fund Development Chair, President & Exec. Director met in the summer to determine an Annual Drive goal recommendation for Executive Committee vote.
2. After determining a goal amount (cash, no underwriting), we subtracted the amount raised during the staff drive and divided the remaining amount by 6 (number of teams plus ED) to give each team a goal.
3. We chose our best fundraisers and asked them to chair the team. They serve as communicators and cheerleaders (encouragers) during the drive.
4. We divided the remaining members among the teams, attempting to balance their fundraising capability (according to their previous fundraising record). One team had fewer members, so we gave them a few "powerhouse" fundraisers.
5. Team captains met with their team during monthly board meetings August – November. The most valuable attribute of this meeting is that it encouraged team members to make their calls in order to have something to report, and in some cases, it gave 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. One of our team members offered to host a wine/cheese event for the winning team, but when we exceeded our goal by 15%, he hosted the party for everyone! For fun, we offered monthly rewards such as getting dessert served to them during a monthly board meeting, or the winning team meeting at a nearby car wash where I picked them up for the meeting so that their car could be washed during the meeting.

Our members seem to enjoy the bantering and "trash talk" that went on during meetings...especially when our superintendent participated in it! Our group is a very competitive group, but I was very proud of the way they still collaborated with one another. For example, one team captain offered to help a captain from another team into a particular business, knowing that his team wouldn't get credit for the donation. This was the only reservation I had to the idea of implementing the team concept (that Directors would become very territorial) but I never saw it happen. They remember that they are there to raise funds for students...the rest is just for fun.