



GROWING PHILANTHROPY WORLDWIDE


## Best Practices for Best Results: A Sharing of Smart, Great Ideas

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## What's a best practice?

- Technical TQM term
- Our definition:
  - Makes people stop and say "What a great idea!"




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## The power of ideas

- Powerful ideas power success
- They invigorate
- They stimulate
- They concentrate energy and demonstrate value



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## The power of ideas

There is no better future-building strategy than very good thinking...

...followed by very smart implementation

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## What do good ideas bring?

- Options and opportunity
- Potential and perspective
- Freshness and enthusiasm
- Confidence
- Solutions...and even more good ideas

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## Solutions and ideas



That's what we're discussing today

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Where do ideas  
come from?

Sometimes it's as simple  
as asking:

***What if?***

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Look around

- What works...really well?
- Does it make sense?
- Does it make a difference?
- Can we do it better?
- Can we duplicate it?

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If so...  
You have the makings of a  
best practice



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Consider

- Fundraising
- Board management
- Operations
- Marketing
- Personnel
- Finance
- Communications
- Etc.

## Some great ideas

- Start every board meeting with five minutes of pure mission and vision—not just business
- Use leadership committee outside of typical campaign cabinet to identify bright people for cabinet and leadership roles
- Respond with a hand-written note to any comments donors make with their gift

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## A few more great ideas

- Create Young Philanthropist Awards to encourage gifts of time, talent and treasure from younger generation
- Never forget to keep donor's spouses in the loop
- Board members call some individual donors each month and say thank you—then listen

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They all are...

Simple

Smart

Easily implemented

Able to make a difference

And don't forget these

- Facilitate pledge payments by using coupon books and pre-addressed mailing labels; it saves time, postage and paper
- Send donors a jar of honey each year
- Tell volunteers to keep a smile on their face and that it's OK to ask for money

## Remember...

- Creativity and ideas don't reside with a few, or just with the few with like minds
- Congruence of conflicting outlooks is innovation's birthplace
- Bring different types of people into the process
- People who do things know best how to improve them

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## Time to have a little fun

- Divide into equal groups
- Select note taker
- Share one of your best ideas
- 10 minutes....GO!!

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HIT ME WITH YOUR BEST SHOT!

What is your group's Great Idea?

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World champion  
(for today)!

And finally...

Select the best idea from the  
bunch

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*In Closing.....*

Best practices and great ideas are all around.

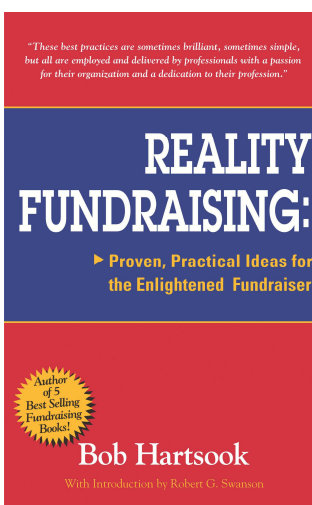
You use them daily.

They make a difference...and so can you.

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*Our gift to you...*



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*Thank you.*



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