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## Partnering with CEOs, Boards, and Fundraising Volunteers

Topic: Leadership and Management (LM)

Our task as fundraisers is to meet the bottom line. One of the most important skills in meeting that objective is the ability to both inspire and manage up by deploying our CEOs, Board and Volunteers effectively in the field. Engaged fundraising volunteers give 7-10 times more than other donors, and asks made by the CEO or volunteers result in higher yields than those made by fundraising staff alone. But, as we all know, it can sometimes feel like herding cats. In this session, we will discuss volunteer motivations, trends and impact, and discuss specific tools (e.g. volunteer handbooks and briefings) which ensure that your engagement plan is productive, effective and enjoyable – and increases the bottom line.