



Hiring in a Competitive Market

Follow these steps to recruit fundraising employees for your organization.

BY BILL J. HARRISON, CFRE

Experienced fundraising professionals are in great demand. If your organization hopes to successfully compete for these individuals, you must be prepared internally before you begin your search. The following five suggestions will help as you recruit new fundraising employees:

1. Have a written plan for the search. Whether you're using a search firm or not, you need to decide who is going to be on the search committee.

2. Keep the search committee small to accelerate the recruiting and hiring process. Today, with so many good jobs available, you can't drag out a search for three or four months. The best candidates have other options.

3. Be prepared to bend over backwards to help a spouse or partner find a job. You don't have to guarantee a job, but you can offer to open doors and help with introductions.

4. Think creatively in your methods of compensation. Explore the possibilities of a signing bonus, housing allowance, or a bonus program related to overall performance.

5. Take a long-range look at your organization. Decide on your goals and strategic plans for the next five

CREATIVE FUNDRAISING IDEAS

Use Deadlines as Fundraising Tools

The only sure way to get money when you need it is to create a deadline. Use your deadline as a tool to help your fundraising campaign succeed. Pick a date that relates to your cause, and publicize it along with your fundraising goal. A deadline is the single most valuable key to fundraising success.

to ten years. Is there one or more capital campaigns in your future? If so, you need a seasoned development officer who has taken another organization through a capital campaign and will be there to lead your institution in your next major fundraising effort. ■

Resources

- Alford, Jimmie, *Resource Development Videotape*.
- Muehrcke, Jill, ed., *Fundraising and Resource Development, Leadership Series*.
- Staecker, Del, "How to Attract and Retain the Best Development Staff," *Nonprofit World*, Vol. 6, No. 2.

These publications are available through the Society for Nonprofit Organizations' Resource Center, 800-424-7367, www.snpo.org.

CREATIVE FUNDRAISING IDEAS

Involve Volunteers in Your Mailings

Ask volunteers to fold, stuff, stamp, sign, and hand-address your fundraising letters. If you don't have enough volunteers, make arrangements with local groups such as senior-citizen clubs, youth organizations, and community associations. Hand-addressed mail is much more likely to be opened, read, and answered. See *Volunteer Management, Leadership Series*, www.snpo.org.

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