Reinventing Traditional Volunteer Structures Part I
Applying the New Rules of Engagement to Campaign Leadership Committees

Translating Insight Into Action

A Discussion/Self-Reflection Guide to Speed Best Practice Adoption

Instructions:

Use the following discussion/self-reflection guide and related implementation tool at the conclusion of the webconference to help you prioritize the implementation of the best practices provided based on your institution's goals, available resources, and timeline.

Questions for Before, During, or After the Webconference

I. The New Rules of Engagement and Their Impact on Campaign Leadership Committees

1. Reflecting on your previous or ongoing campaign, what have been the highlights of campaign volunteers that the university has employed? What have been the drawbacks?

2. Historically or currently, how would you assess your institution's ability to secure highest-priority donors or volunteers as campaign leaders? How would you assess their productivity in helping achieve campaign objectives?

II. Reducing Role Intensity and Burden for Leaders

3. If you were to conduct a survey or focus group of campaign volunteers, to what extent do you expect they would complain of the role's burden on their time?

4. If you were to advocate that the institution should employ a two-staged vetting mechanism to screen volunteers, like a campaign organizing or planning group before a larger steering committee, to what individuals or parties would you have to make your case? How would you customize it to each stakeholder?

III. Organizing for Two-Way Value for Participants

5. If you were to conduct a survey or focus group of campaign volunteers, to what extent do you expect they would they describe the experience as one of service to the university, versus something from which they received value?

6. What are the current level of alignment between the structure of your advancement division (including the assignments of your gift officers) and your typical campaign volunteer structure?

7. Where do your alumni have affinity? What causes are they passionate about? How could these factors inform the development of the next campaign structure?

8. If your institution were to pilot a special campaign cabinet based around a demographic group or a professional/industry affiliation, what would it be? Are there clear linkages to any development priority areas?

IV. Applying the New Rules of Engagement to Campaigns Themselves

9. What has been our institution's experience with "mini-campaigns"? What have been the qualities of the most successful ones? What role did the volunteer structure play?

10. If the President or Chief Advancement Officer tasked you to plan a mini-campaign, what segment or priority would you focus it around and why?

Source: Advancement Forum interviews and analysis.

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Implementation Guide to Speed Best Practice Adoption

Instructions:

Based on your institution's goals and available resources, map out which of the tactics profiled in today's webconference you want to prioritize in the chart below. Use this vision document to assign program responsibility and next steps.

Tactic	Application to Current, Next, or Upcoming Campaign?	Not Applicable	Next Steps / Staff Assigned
II. Reducing Role Intensity and Burden for Leaders			
Strategies for Chairs			
1. Rotating Chairs			
2. Specialized Co-Chairs			
3. No Formal Chair			
Strategies for Cabinet and Committee Structure			
4. Organizing and Planning Group			
5. Closing Group			
6. No Formal Structure			
III. Organizing for Two-Way Value for Participants			
7. Regionally Distributed Structures			
8. Next-Generation Campaign Structures			
IV. Applying the New Rules of Engagement to Campaigns Themselves			
9. Mini-Campaigns			
9A. Volunteer-Jumpstarted			
9B. Complimentary Duo			
9C. Mini Campaign Cabinet			