



How To Stop The Turnover

Madness

Through Training And Ongoing Coaching



Why we started Team Kat & Mouse

Team Kat & Mouse is a nonprofit consultancy created to build highly effective fund development teams that deliver and exceed what is needed to grow an organization's mission.



Nonprofits are not designed to have revolving doors



It breaks my heart to see people told they do something wrong when they never have been taught to do it right.



Because nonprofits know how to save people's lives but don't treat staff with the same care and respect



Rani Molla
@ranimolla



Searches for “how to send a resignation email” rose 3,450% on Google in the past 3 months

7:57 AM · 11/10/21

The Great Resignation shows no signs of slowing down.

- 4.4 million people quit their jobs in September, breaking the record set in August
- It's not just entry-level workers; employers are seeing a lot of institutional knowledge walk out the door
- Turnover is already a serious problem for nonprofits. Voluntary annual turnover in the nonprofit field is 19%, far outpacing the overall average of 12%
- The average tenure of a fundraiser is only 16 months (before the pandemic!)
- 51% of fundraisers plan to leave their jobs by 2021
- The cost to replace an employee can be between one-half and two times the employee's annual salary How many of our organizations can afford to absorb that expense again and again?



The quick answer: Think differently about hiring, onboarding, training, and feedback

- Are you asking the right questions in the interview process?
- Do you have an onboarding process? If so, what does it include?
- Do you hire attitude, teach skills and constantly coach?
- Do you give staff tangible goals, regular check-ins, and support when they are working to hit their goals?





Hire Attitude, Train Skills

"Hire for Attitude, Train for Skills" is originally attributed to Herb Kelleher, one of the co-founders of US-based Southwest Airlines. When Kelleher became chairman in 1978, he charged the People Department (aka HR) with the responsibility of hiring people with a sense of humour. "I want flying to be a helluva lot of fun!" And so humour was placed at the top of its list of hiring criteria.

Hire individuals who are-

- Smart
- Coachable
- Passionate
- Honest
- Brave
- Generally Happy
- Personable
- Team Oriented.

Let's be clear - in this time of additional necessary focus on Diversity and inclusion that none of these qualifications are based on finding people "like you" or people who "understand the mission already"

Some of our FAVORITE interview Questions

1. Tell me about a favorite teacher or coach in high school
2. Tell me about a time you took a chance and it worked out
3. Tell me about a time when you tried something new
4. What did you most enjoy in your last position
5. Tell me about a time you failed at something. How did you respond?

Onboarding: Setting Up for Success. The process (not day) that will get your team started on the right path

Good Onboarding includes: Insurance, bathroom location, introduction to co-workers

- Your responsibilities and how they impact others team members' responsibilities
- Lesson in lingo- each organization has its own language
- Deep dive on mission
- CRM: how is the data managed?
- Overview on how you raise funds - and how the tasks are shared (working as a team)
 - Events (Galas, races, small get togethers)
 - Individual
 - Legacy giving
 - Corporate

Plus, Expectations, meetings that must be attended, events they must attend



TEAM KAT&MOUSE
Breakthrough Fund Development Training

Start your new hire on the right foot!

What to say on:

Day 1

- Understand our mission, and remember YOUR part is to raise funds to support the organization's work!
- Be coachable - learning is growing.
- Learn the story of our organization and make it your own.
- Your manager is (I am) your coach- don't be afraid to ask questions.
- Learn to juggle early - it only gets more complicated...Promise!

Week 1

- Find a mentor, and when you become the senior person, be a mentor.
- Learn to prioritize tasks...if that seems challenging, ask your manager (me) for help.
- Network, Network, Network- Know what is happening in our community.
- Ask good/hard questions of your prospects ...then listen to their answers.
- Learn about the different ways to raise funds and how your position fits with the larger fundraising strategy.

Month 1

- Use your team members- you don't have to be the smartest on every subject- Always know who is the best partner and bring them on your visit!
- Don't let your passion turn into burnout. Take time off, recharge, and practice self-care so you can keep doing the job at the highest level.
- Don't sweat the small stuff- keep the bigger picture in mind.
- Learn to modulate your sense of urgency and patience...some donations happen very quickly, and some are seeds that need water to grow.
- **Every journey begins with a first step-keep on walking!**

www.TeamKatandMouse.com
Sharon@TeamKatandMouse.com
(561) 899-9158

You Hired Well. Now What?

Are you a good coach? A strong leader?

To quote Michael Nilsen, Vice President for Communications and Public Policy at the Association for Fundraising Professionals...

“I don’t just have to steward my donors. I’ve got to steward my staff.”





Telling a Story to Engage People in the Mission

Think of telling a story as making a movie inside your audience's head. Instead of using voiceover (no pictures) or montage (not very descriptive pictures), tell your story in action scenes. Get granular with the details. What did it look like? What was happening? Who was there? What did they say? Was there coffee and how did it smell?

Make your descriptions rich. Activate the sensory cortex in your listeners by focusing on smell, touch, sound, and feelings in your stories.

Emotions bring life to your story.

Many old movie trailers included the line- 'It will make you laugh; it will make you cry.'

When you include emotions in a story, your audience's mirror neurons will make them feel those emotions, too. They actually move from hearing a story to feeling it!

Share how you felt in a real and personal way. Instead of saying I was excited...say, my heart was racing, and my palms were sweating.

Think it out, before you speak-

- Telling an authentic, emotion-filled story does not mean you have to include EVERY detail. When you stick to the essential "scenes" and details plus emotions, you can get across a lot in a short period of time
- Don't add spoilers - let the audience discover along with you!
- Every Storyteller has a style - develop yours - then perfect it!

Who is a Fundraiser?





What is Sales Math? Why do Fundraising staff need to embrace it?

Sales Math is a way to measure activity and outcomes, thus giving management the chance to coach effectively and fundraisers the opportunity to understand the behaviors needed to find consistent success.

The goal of measuring activity is to allow each fundraiser to design a personal roadmap for their success.

Why make it part of your “best practices?”

How else can you truly measure and evaluate a fundraiser’s performance and coach them up? Even slight increases in mathematical improvement can significantly increase donations. Plus, It will take the “Fire Drill” out of “Fundraising” for your team.

Why will your fundraisers benefit from understanding sales math?

Overwhelmed, scared, anxious, stressed...these are all words that fundraisers use to describe how they feel when they get their goals.

If they know their numbers, their coach just needs to review what actions to take to get there.

They will be more confident, easier to manage, and happier.

“What gets measured
gets improved.”

-Peter Drucker



We remain optimistic!



We are brave enough to change how fundraisers are trained- Not for us but for all those young fundraisers on their way up the ladder



We like to think that our organizations' good work speaks for itself - but more often than not it needs our help.



Fundraisers are becoming increasingly aware of the need to advocate for themselves. Change will take time, but it will happen.

Free resources available to you from TKM

What I wish my manager shared -- What to share in those first few months that you new hire will remember forever

LinkedIn 101-- Start the journey to meeting potential donors

Sales Math 101- Build an individual roadmap for each of your fundraisers

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Sales Math 101

What is Sales Math?
Sales Math is a proven process to help you and your team, that gives managers the ability to track, measure and evaluate a fundraiser's performance and coach them to reach their goals. It is a tool that can be used by anyone who is responsible for fundraising for your cause.

The goal of creating a sales math is to allow each fundraiser to design a personal roadmap to their success.

Why make it part of your "fund practice?"
It provides you with the means and makes a fundraiser's performance and coach them to reach their goals. It is a tool that can be used by anyone who is responsible for fundraising for your cause.

Why will your fundraiser benefit from understanding sales math?
One method, record, record, record. There are all sorts of best sales math to describe how the best fundraisers get their jobs.

If they know their numbers, they could just needs to know what activities to take to get there.

They will be more confident, easier to manage, and happier.

Your team will know what you need to do to hit your budget and be able to report it more often.

What is some of the activities you should be measuring?

- 1. Number of calls
- 2. How many calls ended up with having a meeting?
- 3. How many meetings resulted in spending the person's own money to support?
- 4. How many of those calls resulted in having a meeting, to begin an evening report for a donor and to create a new, profitable opportunity?
- 5. How often do you need to meet with a donor?
- 6. How much was the donation?

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LinkedIn 101

What is LinkedIn?
LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job, connect and engage professional relationships, and learn the skills you need to succeed in your career.


LinkedIn by the numbers:
LinkedIn now has almost 740 million members and over 25 million registered companies listed (more than Amazon).

40% of members log in daily - adding up over 1 billion interactions every month.

Step 1: Upload a professional photo and add cover this.
As always with a professional looking photo.

The "top photo" on LinkedIn pulls out," after I have an idea what LinkedIn is, or I'm going to be prepared - Why would anyone want to connect with someone who uses their?

Make your own photo:
It is resolution, has no single or kids, chairs, hats, or group shots, no wedding photos or anything business you are a complete professional.



As for your title... do not use the description at the top of your profile page but take just a 3-5 line. Use the header field to communicate more about how you see your role, why you do what you do, and what makes you tick.

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Day 1

- Understand our mission, and remember 90% part is to raise funds to support the organization's work!
- Be coachable - listening is good.
- Learn the core of our organization and make it your own.
- Your manager will ask you questions about the details of our questions.
- Learn to juggle early - it only gets more complicated... Prohibit

Week 1

- Find a mentor, and when you become the mentor person, be a mentor.
- Learn to prioritize tasks... if that seems challenging, ask your manager (me) for help.
- Network, Network, Network - Know what is happening in our community.
- Ask about that question of your prospects... when focus to their answers.
- Learn about the different ways to raise funds and how your position fits with the larger fundraising strategy.

Months 1

- Use your team members - you don't have to be the strongest on every subject - always focus on the best person and build them on your team.
- Don't let your passion turn into burnout. Take the off, recharge, and practice will use the next long being able to do the highest level.
- Don't cover the small stuff - keep the bigger picture in mind.
- Learn to motivate your team of people and practice... some donations happen every month, and some are trends that need a year to grow.
- Every journey begins with a first step long on walking!



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Sharon@TeamKatandMouse.com
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Just reach out to us and we will send them right back to you!

Sharon@TeamKatandMouse.com

QUESTIONS



Sharon Kitroser

561 889-8158

Sharon@TeamKatandMouse.com

Amy Mauser

561 632-332

Amy@TeamKatandMouse.com

Ben Chambers

636 288-1859

Amy@TeamKatandMouse.com

www.TeamKatandMouse.com