

SANFORD
FUNDRAISING
ACADEMY™

TIME MANAGEMENT

The Surprising Secret to Fundraising Success

May 20, 2020



Moderator

Pearl Hoeglund

Sr. Program Manager
Sanford Institute of Philanthropy



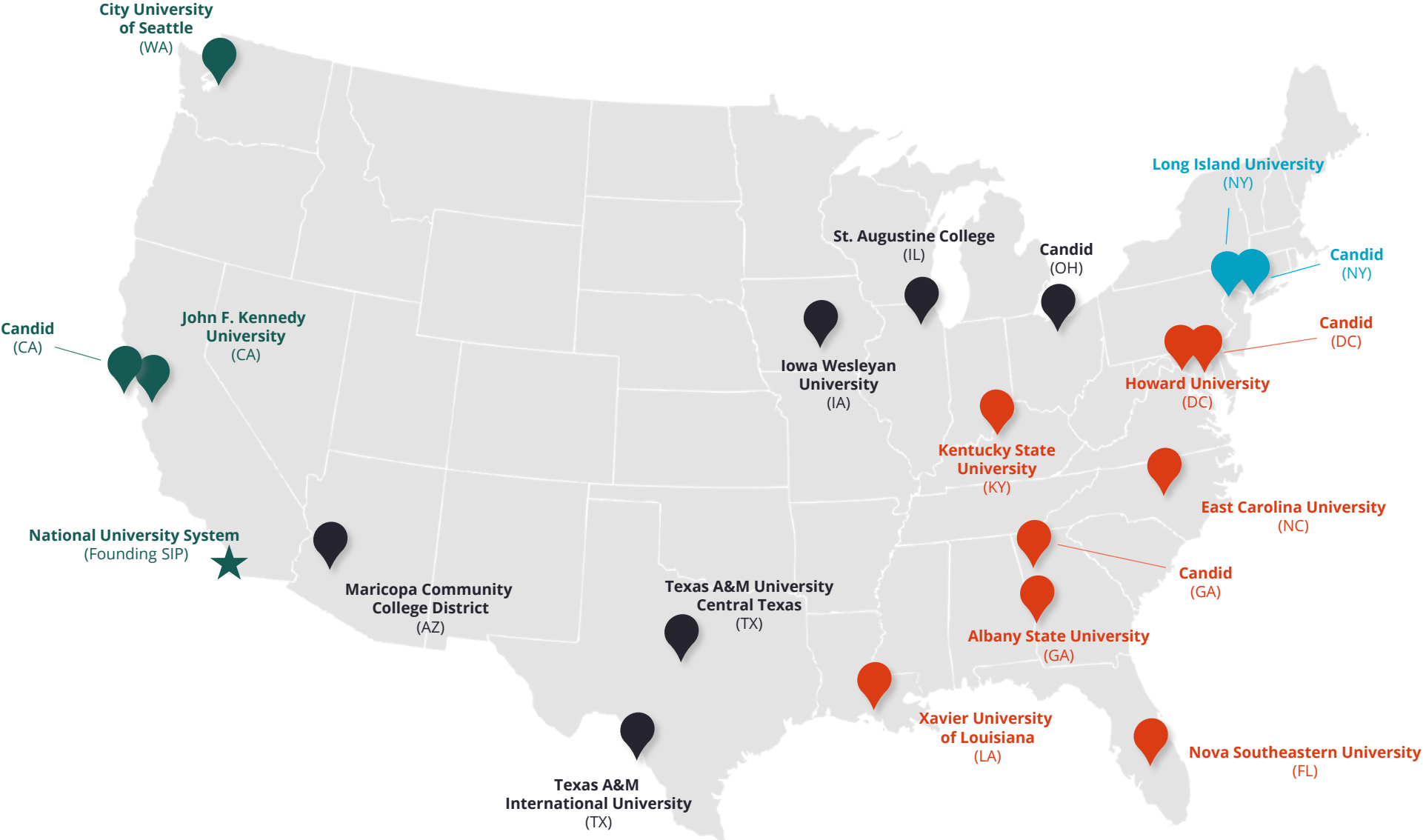
fund•raise

YOU'VE GOT A CAUSE.
LEARN HOW TO **FUND IT.**

SANFORD
INSTITUTE of
PHILANTHROPY™

National University System

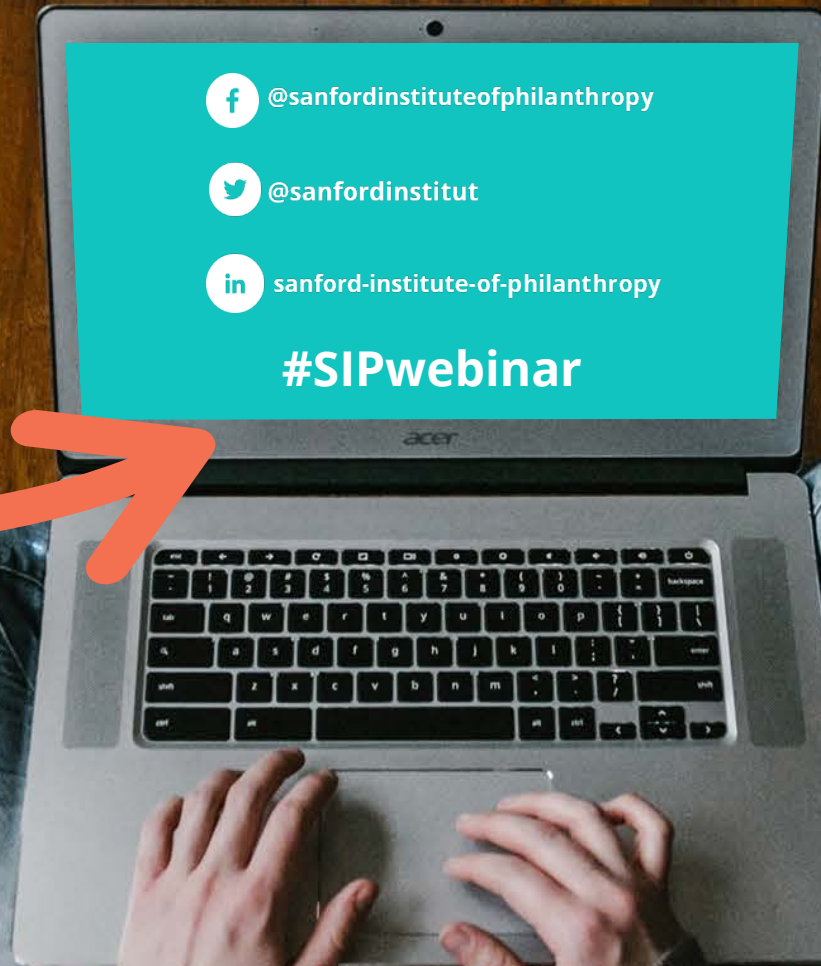
OUR AFFILIATE PARTNERS



Give us a



Tag us!



TODAY'S PRESENTER:

Lenise Andrade

Development Director
Boys & Girls Clubs of San Dieguito



OBJECTIVES

Time Management



Cultivate a Time-Positive Attitude



Develop a Plan to Get Organized



Learn how to Prioritize

POLL:

On average, how much of your time is spent on work versus family/personal life?

**Work >
Family**

**Family
> Work**

**Overall
time is
balanced**

Other
*(tell us in
the chat!)*

SOUND FAMILIAR?

- **Working evenings** to catch up on to-do list items
- **Arriving late** to virtual meetings
- Feeling **frazzled** as you go about your day
- Complaining that you **don't have enough time**
- Waiting until the **last minute** to finish things
- Struggling to **prioritize** your daily goals

These are the symptoms of **Time Mismanagement.**



Productivity vs. Time Management

Productivity Mindset says



“Get More Done”

Time Management Mindset says

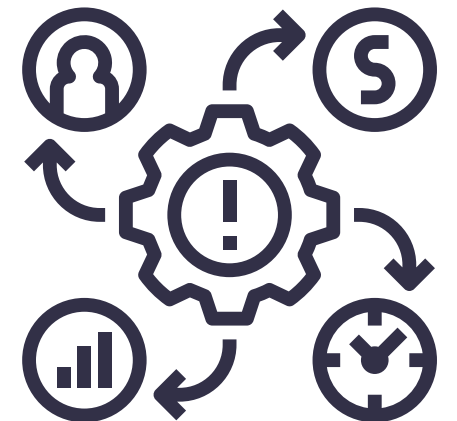


**“Get More Important
Stuff Done Well”**

Cultivate a Time-Positive Attitude

Focus the time by prioritizing:

1. Prioritize donor interaction
2. More efficient communications
3. More high-quality, targeted lists



Get Organized & Take Control!

A hand holding a glowing lightbulb, symbolizing an idea or control. The background is a dark, textured gradient.

1. **Control the Interruptions**
2. **Conquer the Clutter**



Three Types of Interruptions

...and how to organize them

Get Organized

→ 1. People



- ***Donors***
 - First priority!
- ***Leaders and Board Members***
 - Will you miss another deadline or meeting? If not, do what they ask.
- ***Co-workers and Volunteers***
 - *Time-sensitive?* If it can wait, **politely say no.**
- ***Family and Friends***
 - Set reasonable expectations and boundaries that work for you.

Get Organized

→ 2. "Paper"



- ***Email and Other Messages***
 - Schedule **timeslots** and stick to the schedule to **manage expectations**.
- ***Newsletters and Campaign Materials***
 - **Schedule!** Monitor deadlines and plan accordingly.
 - What are you producing? **What can wait?**
- ***Reports***
 - Build out a **reporting schedule** with your leadership that works for everyone.
- ***Projects***
 - Set **aside time each week** to avoid last-minute rush.
 - Send others an invite to **block off their calendars too**.

Get Organized

→ 3. Environment



- **Phone Calls**

- *Outgoing:* Daily: Schedule daily **time blocks** that work for your situation.
- *Incoming:* Answer according to **who is calling** (*donors get priority*).
 - *Not Urgent?* Send to voicemail. Block off time to return them later.

- **Visual Distractions**

- **Current work environment:** Choose a place with the **least distracting view**.

- **Comfort Factors**

- Create a **comfortable** workspace.
- Wear clothing that **increases your productivity**.
- Stay **hydrated!**

Prioritizing with A, B & C

- A** The Most Pressing
- B** Items that can be done at any time within the next week or month
- C** Nice to do at some time

Number your “A” items in order of their **importance**.

Community Share

What are some of your A, B, & C priorities?



Create a Living To-Do List

- 1 Master
- 2 Monthly
- 3 Weekly
- 4 Daily



Special Tip:

Manage deadlines and reminders in your Calendar!

MAKE A PLAN

1. Conquer Clutter
2. Control the Interruptions
3. Find your favorite task management app
4. Calendar everything
5. Find your Peak Zone
6. Carve out Personal Time
7. Delegate
8. Learn to Say No



Questions?

Please send them in the chat!





CONTACT

Lenise Andrade



landrade@bgcsandieguito.org



[linkedin.com/in/lenise-andrade-b8904a4/](https://www.linkedin.com/in/lenise-andrade-b8904a4/)





BE AN AGENT OF CHANGE.
**CHANGE THE
STATUS QUO.**

Learn how to develop and nurture donor relationships to advance your cause in today's giving landscape with *Cause Selling the Sanford Way: A Guide to Relationship-Driven Fundraising*.

LEARN MORE AT [CAUSESELLING.ORG](https://www.cause-selling.org)



2nd Edition *Cause Selling* textbook

Now available on Amazon!

Download the first chapter for FREE

WANT TO LEARN MORE ABOUT **THE CAUSE
SELLING CYCLE?**

Join our Cause Selling email list:

CAUSESELLING.ORG



DON'T MISS OUR NEXT WEBINAR!

Planned Giving in a New Fundraising Landscape

June 17, 2020

11:00am – 12:00pm PST

2:00pm – 3:00pm EST

[Register Today!](#)

Thank you

TAKE **YOUR CAUSE** AND
CREATE IMPACT.

SANFORD
INSTITUTE of
PHILANTHROPY™

National University System