

COLLABORATION BEST PRACTICES

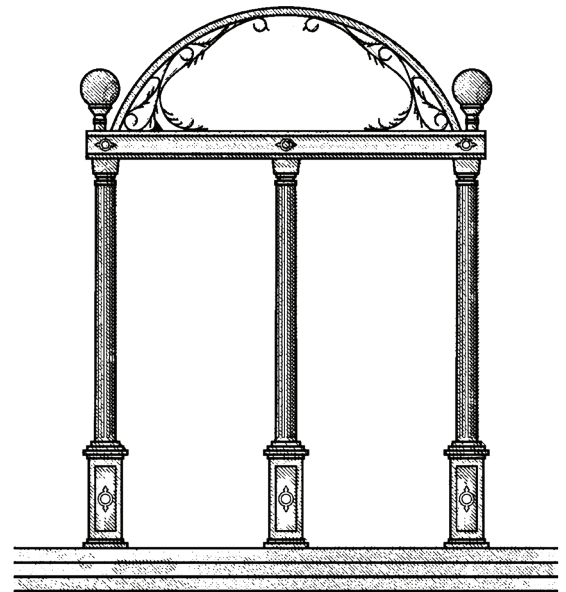
Collaborative asks can secure the largest, transformational gifts UGA will receive. By presenting a prospect with a unified, comprehensive look at how the needs and goals of units across the University align with their own interests, that prospect can feel confident that their gift will have broad, significant impact.

In order to make these gifts happen, fundraisers must make a concerted effort in planning their solicitation and finding the common message that ties their work together so that they create a truly collaborative proposal and not a series of individual asks.

Here are some best practices to consider when creating a collaborative proposal:

Make sure the prospect knows you're interested in soliciting from more than one area, and make sure those areas know you want them involved. If it's become apparent that the prospect and UGA's interests align in multiple areas, let them know that and begin reaching out to other fundraisers. If the prospect mentions having talks with another fundraiser, begin a dialogue with that fundraiser. The first step for a collaborative solicitation is getting all our fundraisers on the same page and letting the prospect know that we are interested in working with them as a team with a unified voice.

Designate a point person. The point person in this collaborative process is the main point of contact for the prospect, coordinating communications and ensuring that all parties interface regularly and meet their deadlines. In many cases, this will be the prospect manager, who has an existing relationship with the prospect and can speak with a familiar, authoritative voice, channeling information from all UGA parties to the prospect and vice versa.



Don't rely solely on email correspondence.

The work of finding a common theme in a collaborative proposal requires thorough, thoughtful communication and deliberation. From the outset, a truly collaborative process must incorporate regularly occurring meetings between fundraisers—time set aside for planning, strategizing and analysis. Without this, communication can become an item on a to-do list, leading to individual, “siloed” work. An important place to begin is with a strategy meeting that includes all involved fundraisers and the prospect manager. And while schedules may not always allow for regular face-to-face meetings, even phone meetings or conference calls are preferable to strictly e-mail communication.

Find the common theme. The prospect shouldn't feel that fundraisers are standing in a line, one-by-one, waiting to ask for a check. We should present them

with a multi-faceted plan that addresses multiple concerns and is centered around a central idea that unifies UGA's priorities and the prospect's interests. Fundraisers should work together to determine what that common theme is and make sure that every piece created for a collaborative proposal speaks to each element of the ask within the context of that common theme—a theme that resonates personally with the prospect.