



DEVELOPMENT RETREAT

THE FIVE MOST IMPORTANT QUESTIONS YOU WILL EVER ASK ABOUT YOUR ORGANIZATION

Based on Peter Drucker's book, *The Five Most Important Questions You Will Ever Ask About Your Organization*, this five-hour workshop, will get your development team thinking and talking about fundraising issues not often articulated.

Typically, fundraising team structure has teams working in their own isolated silos. Team members rarely get a clear insight into how the work they do fits in to the overall fundraising picture—and rarely have an opportunity to give their input to the effort.

Successful development and advancement teams work together. They understand how their work fits into the overall fundraising process.

Required reading prior to the workshop, *The Five Most Important Questions You Will Ever Ask About Your Organization* is less than 100 pages long and was originally written for the nonprofit sector.

Working with the five questions that Drucker asks in his book, Joe will guide your team through a self-assessment process to determine what your development and advancement team is doing, why the team is doing it, and what must be done to improve team performance and the performance of your organization.

The five questions are:

- 1) What Is Our Mission?**
 - What are we trying to achieve?
- 2) Who Is Our Customer?**
 - Whose life is changed through our work? Donors? Students? Patients? Clients?
 - Your answer affects everything else you do – everything.
- 3) What Does The Customer Value?**
 - What does the customer need and want?
 - Customers value an organization that seeks their feedback, can solve their problems, and satisfy their needs.
- 4) What Are Our Results?**
 - Results equal changed lives and changed conditions in people's behavior, circumstance, health, hopes, and their competence and capacity.
 - Need alone does not justify continuing. Nor does tradition. You must match your mission, your concentration, and your results.
- 5) What Is Our Plan?**
 - If you have more than five goals, you have none.
 - Goals clarify where you will concentrate resources for results.
 - Goals flow from mission.
 - Goals build on strength, address opportunity, and outline your desired future.



This highly interactive and fun workshop provides all participants clarity on what's most important in their work, ideas on how to work more closely as a team, and a clear plan to exceed team goals and objectives.

Price: \$3,000 plus travel expenses

To find out how this workshop can have an impact on your program
call Joe Tumolo at 610.653.7906 or email joe@joetumolo.com