

Building Your Team

I have been in parades, been on TV, radio and in newspaper. I have held golf tournaments, (unsuccessful) Oktoberfests, and even silent auctions and an art sale. What became very obvious to me at an early stage of putting together the fundraising model you are reading in this book is: **the more the merrier**.

Get people involved with what you are doing. All successful people surround themselves with likeminded people working toward the same goal. Even this book wouldn't be done without the help of friends and family. I can't underscore more the importance of a supporting cast.

My friend Jesse's contribution to the initial fundraising model emphasizes the importance of surrounding yourself with as many people as you can, who are willing to put in the effort you need in order to succeed.

After the first meeting with Jesse, we decided it would be best to cast a net over our friends and family and drag them in to help. Initially, I contacted all of my close friends and family - at least those who were keeping track of what I was up to and why I was calling them for help. We set up a founding meeting of the Team Krause fundraising committee shortly thereafter to set goals and find a direction for finding sponsorship.

I was mildly surprised at the initial turnout – I had my old football coach, Ray, who is still an avid supporter. Along with Ray, I had a couple of football buddies, a few of my 'drama-geek' pals, and of course my family, and a few others. Probably about 15 people in total. Not bad considering the task I informed them we were undertaking.

Now, for your organization, you may not be able to rely strictly on the work of family and friends – depending on the size of your organization. If you are a smaller community organization, the friends and family angle might work just fine. If you are looking beyond your own organization for a few helping hands, here are a few things I would look for in winning teammates:

- **Share the same passion** – As you will see a little later in this chapter, if you don't have the passion for the cause, then it might be tough to get motivated to do some of the groundwork to make everything successful.
- **Team players** – Team players are extremely important to the overall success of your organization. Working well with others towards the organization's goals is paramount in the people you want as the driving force behind your group.
- **Extra skills** – Everybody has something to offer the organization, but getting to that might prove to be difficult. So, the best thing you can do is

ask... “What sort of skills can you bring to the organization?” **Note:** If they say, “Passion for this cause,” that’s a really good start!

- **Expertise** – Professionals can help tackle some of the governance and technical aspects of your organization. These types of people include accountants, lawyers, marketing people, computer technicians, etc. Surrounding yourself with people that can provide expertise in these areas can help save on professional costs.

As I mentioned previously: **everyone usually has something to offer.** Take advantage of the fact that someone wants to be a part of the organization and then you can find a way in which this person can be most effective within the team.