

Fundraising is a Team Sport: Building a Long-Lasting Fundraising Team

Whether it is just you and some volunteers or whether there are several on your team, how you organize and deploy your team is crucial to long-term success. We'll explore with you how to build a program and team that lasts.

R. Mark Dillon is the Executive Vice President of the Christian Higher Education and Nonprofit division of Generis. He holds a PhD in Philanthropy and Leadership from The Union Institute in Cincinnati, a MDiv from Trinity Evangelical Divinity School, and a BA from Bethel University. Dr. Dillon has been a successful Chief Development officer over 25 years, first at Trinity Evangelical Divinity School/Trinity College, then for 19 years at Wheaton College, and most recently at the American Bible Society. He authored the book *Giving and Getting in the Kingdom: A Field Guide*, considered to be a standard guide for fundraising in the Christian realm, and has consulted with numerous colleges, universities, and seminaries in North America as well as a number of churches and nonprofit ministries. Dr. Dillon and his wife, Susan, live in Chicago, IL, and are the proud parents of three children (Daniel, Joel, and Laura Grace) and grandparents to ten grandchildren.

Joel A. Dillon is the President & CEO of Jill's House, a nonprofit ministry dedicated to families raising children with intellectual disabilities. Joel is responsible for the overall operations of Jill's House, including overseeing the local and national fundraising for all five locations. Previously, he served as Associate VP of Development for Trinity International University in Deerfield, IL, where he played a role in some of the strongest years of giving in the university's history. His experience caring for "at-risk" children at Mercy Home for Boys & Girls in Chicago, IL and living alongside adults with intellectual disabilities in a L'Arche community in Germany has deepened his commitment and passion for the mission and work of Jill's House. Joel is a graduate of Wheaton College. He lives in the Washington, D.C. metro area with his wife, Hannah, and their two children, Lucy and Jonah.

I. The Elements of an Effective Fundraising Team

A. CEO as Chief Fundraising Officer—Advancement is NOT a department

B. A Board who understands their role in fundraising

1. Giving

2. Bringing others into the orbit of the organization

3. Accountability for fundraising results

4. Allocating needed resources

5. Encouraging the team responsible for fundraising

C. A Culture of Generosity

D. Outward engagement

E. Strong infrastructure

1. Saying thank you

2. Gift receipting

3. Gift reporting