

Marketing Yourself

How to Find Your Next Great Job

Northwest Planned Giving Roundtable Conference 2013

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Advancement Planning • Fundraising • Communications • Executive Search

Tom Wilson
Trusted Advisor & Coach
Campbell & Company

Classical musician, conductor, teacher, jazz sax

30 years of encouraging donors & nonprofits

Major Gifts & Planned Estate Giving

- Planned giving campaign in Sun City West, Arizona
- As university VP, planned giving in campaign
- Planned giving in every capital campaign as a consultant
- 2 ▪ Search consultant & search advisor to my clients



Winning Gifts
Make Your Donors Feel Like Winners
Wiley & Sons



I. A Winning Gift for Your Donor

- 1) People Centered Fundraising
- 2) Donor Values
- 3) Listen

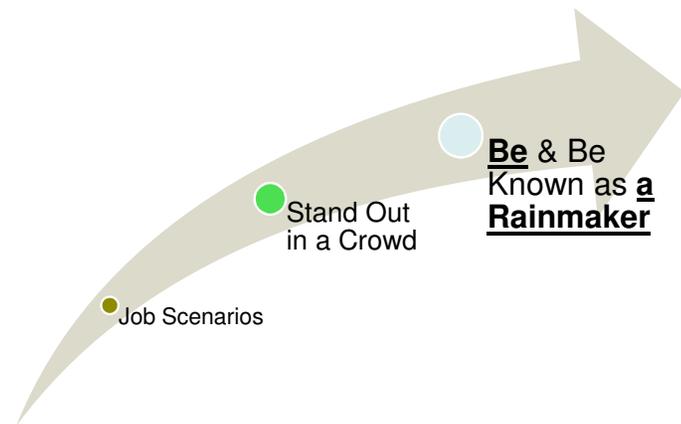
II. Winning Gifts for Your Organization

- 4) Make Your Case
- 5) The Win Win Ask
- 6) After Winning the Gift

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Be & Be Known as a Rainmaker



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Rainmaker

Wikipedia

- A person who brings in new business and wins new accounts almost by magic
- Generating substantial new business from sources
 - Outside established channels
 - By connecting with people in non-traditional markets
 - By prompting current clients to spend more money
- A rainmaker is usually a key figure in the organization who is usually highly regarded within the enterprise

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Make an Impact

Fundraising Metrics have always been “in”

How many donors have you seen face to face this week?

- Timely and top-notch contact reports for each?

How much money did you raise this quarter? Year?

- How does that compare to last year at that time?

Have you raised 5 times your salary & benefits?

- To be a rainmaker shoot for 10X or more



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Be a Subtle, Stylish Self-promoter

Create awareness of your impact in your current job

- With your boss – with your boss' boss

Log in your victories and their stories

- % of growth in your program
- Impact stories
 - Driving lessons for a unitrust
 - \$2 M in 2 weeks

Be generous in recognizing the contributions of others

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Kaizen

Grow professionally every day

Read Chronicle(s), other professional journals, books on donor values

- Warren Buffet *The Snowball*

Cross train for planned giving and major gifts

- The person everyone is looking for can do both

Teach and learn from your volunteers

- P.S. – use volunteers no matter what your role



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Lifelong Learning

Be a mentor – be mentored

Participate in professional organization boards

Offer to present at professional meetings

- 2013 – 2 AHP regional conferences, AHP Webinar, today, Lorman webinar 9/24, Campbell Webinar 11/6

Write, blog, participate in forums, write a book



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Be the “Go To” Person in Your Office

Join committees at your organization that are not related to fundraising

Offer to work special events

Who’s in a jam that could use an extra hand?

How can you be a on task force with the president, CEO, or executive director?

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Stand Out in a Crowd



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Your Resume

Show impact numbers

- “Responsible for . . .” doesn’t count
- Now is the time to check your victory log

KIS – Keep It Simple

- Simple is hard

Customize it for every job application

- Keep improving it for every application
 - Your resume 5 applications from now should be great

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Resume’s in a New Age

Use LinkedIn for a general, permanent resume

Create a personal website – www.ThomasDWilson.com



What else is going on out there?

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Your Cover Letter

Find out everything you can about the organization

- From their website
- From GuideStar
- From colleagues
- From a site visit

Make it obvious in your letter that you have done your homework

Really think through the job notice, posting

- Why are you the perfect person for the job?
 - Does this come across in your cover letter?

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Avoid Dumb Mistakes on Your Cover Letter & Resume

Use your spelling and grammar checker

Have a spouse and/or friend proof read

Let both get cold for a few days and re-edit

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Your Interview



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“A Knock Their Socks Off” Interview

Dress for success

Stand in yourself

- People form impressions in the first 30 seconds

Establish credibility first

- 7 Habits – pathos before ethos

Why is this a fantastic job for you?

- A win win hire for you and the organization?

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Interviewing Tips

Share yourself

Get them talking

- Be a great listener

Lean forward to show interest

Project your voice

Restate questions

- To make sure you understand what they want
- To give yourself time to think

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Practice Makes Perfect

Conduct informational, networking interviews

Improve presentation skills for your current job and for job interviewing

- Toastmasters
- Seek speaking opportunities wherever you can

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After the Interview

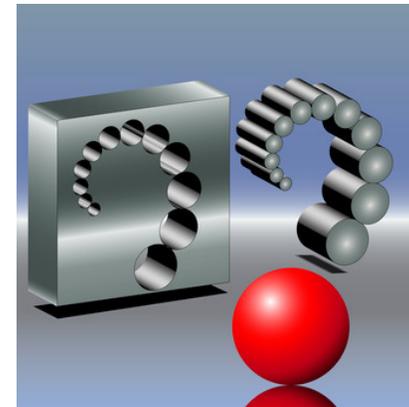
Debrief yourself

- What went well?
- What could you do better next time?
- What do you wish you would have told them?
 - A follow-up email may be appropriate
 - A thank you note is always a nice touch

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Job Scenarios

So what is the next great job?



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Job Scenarios

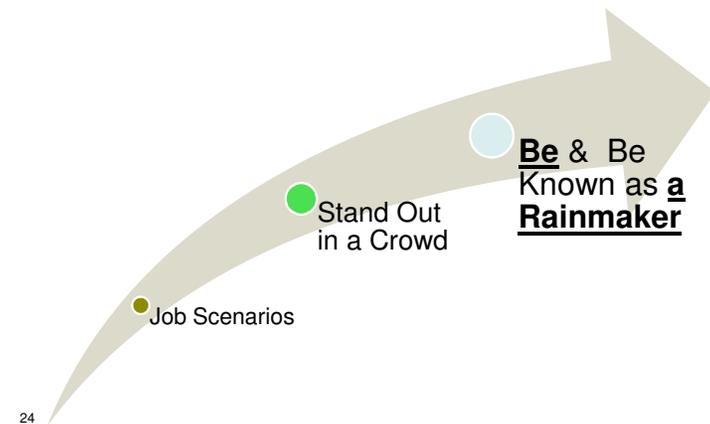
So what is the next great job?

- 1) Stay in your present job and do a “great” job
 - Jim Collins – “good” is the enemy of “great”
- 2) Get a better job at your current organization
 - Bid on every opening even if it’s not a perfect fit
- 3) What’s the ideal job for you today?
 - In town? Anywhere?
 - Talk to your alma mater
- 4) What job do you want to be doing in 5 years?
 - How do you get there?

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