



**St John of Jerusalem
Eye Hospital Group**

Efficiency and Effectiveness in Fundraising

Diana Safieh
Individual Giving Manager



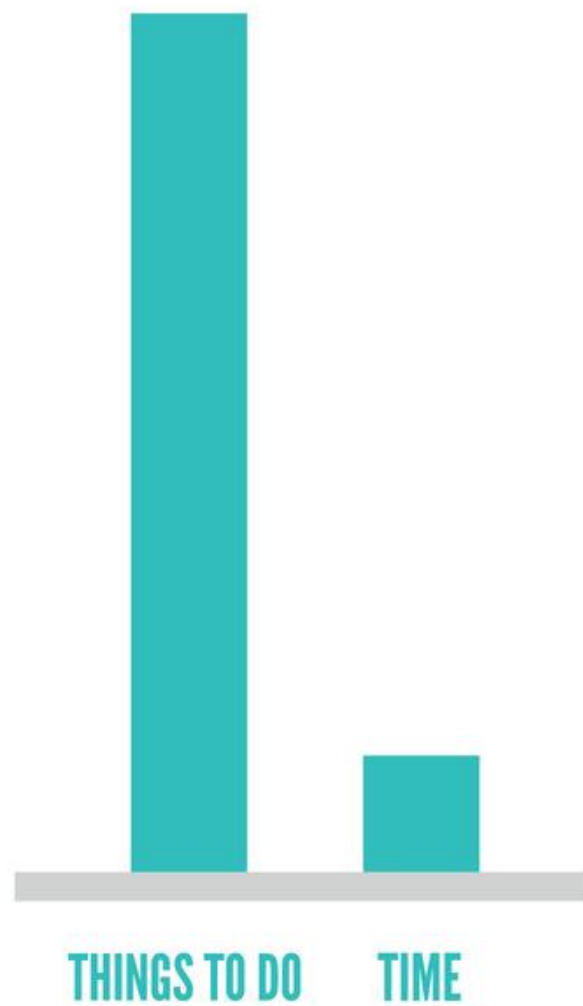
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The Lone Fundraiser



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Efficiency



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Efficiency Tip 1: Get a System to Get Stuff Out of Your Head



Exercise 1

1. What's the project or situation that is most on your mind at this moment?
Write it down.
2. Describe in one sentence the successful outcome for the situation.
3. Write down the very next physical action needed to move the situation forward

See: Getting Things Done (David Allen)



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Why Things Are On Your Mind

- You haven't clarified the outcome that you want
- You haven't decided what the very next physical action is
- You haven't put reminders of the outcome and the next action into a system that you trust

See: Getting Things Done (David Allen)



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Efficiency Tip 2: Batch Your Time



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Effectiveness

Doing The Right Things



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“Doing something unimportant well does not make it important. Also, just because it requires a lot of time, does not make a task important. What you do is infinitely more important than how you do it.

Efficiency is still important, but it's useless unless it's applied to the right things”

- Tim Ferriss



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Q.1

What would you do if you could
only work for 2 hours a day?



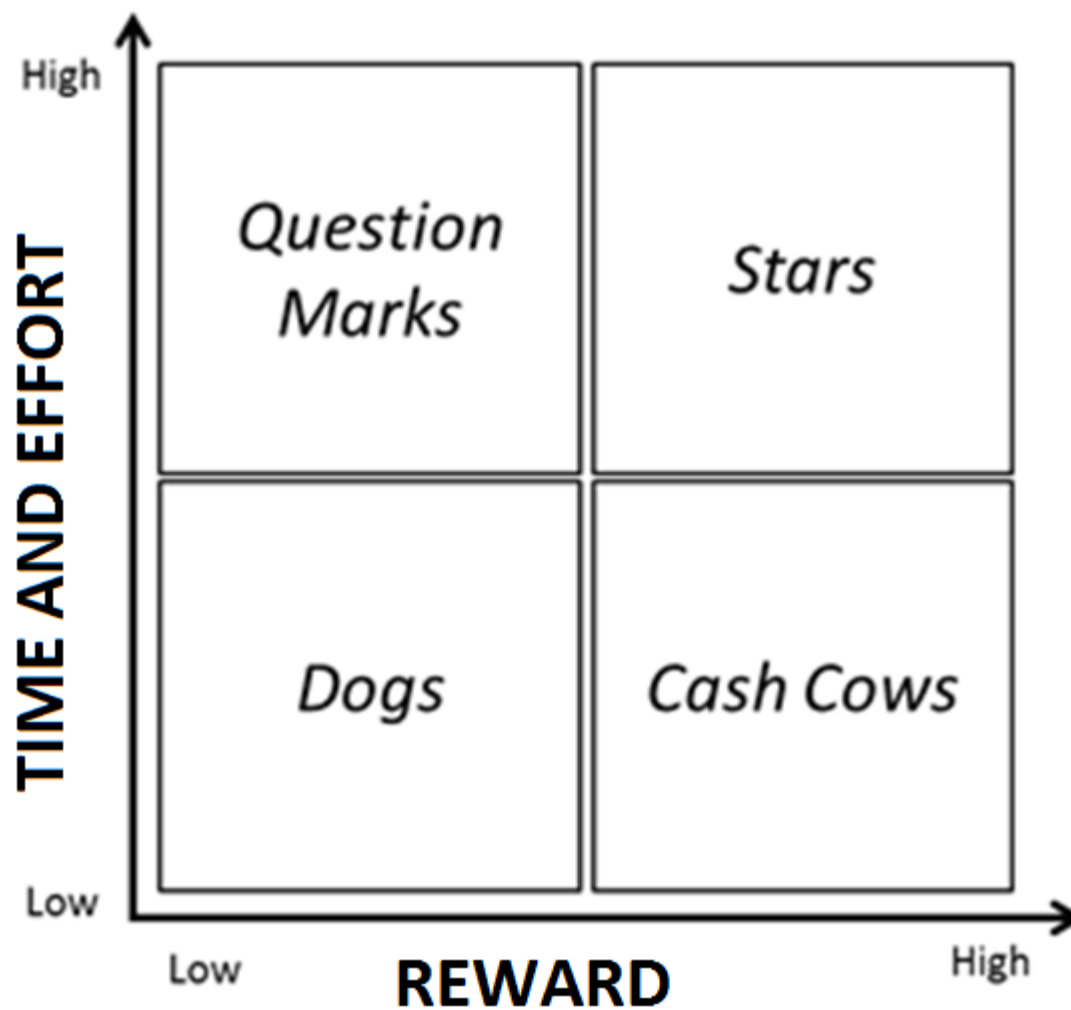
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Q.2

Where should you focus?



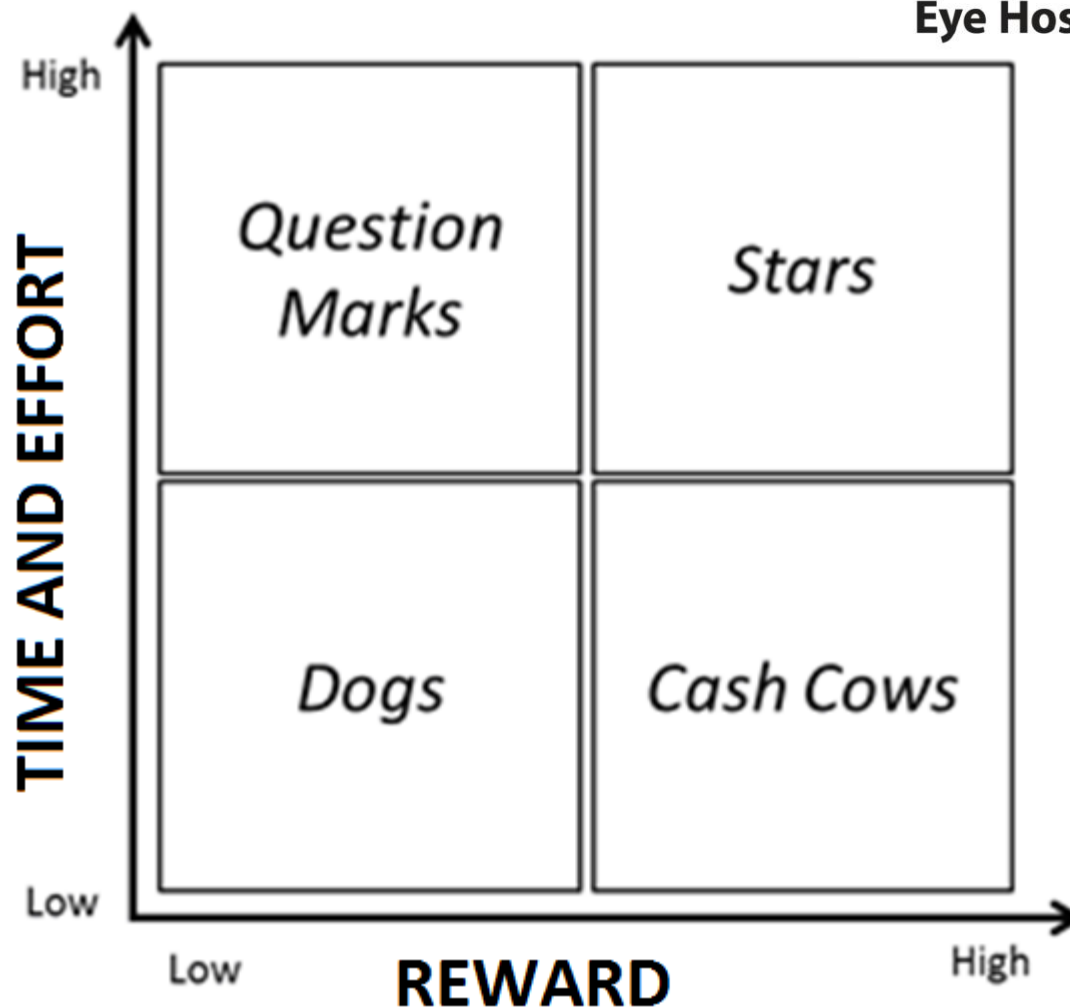
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- Major Donors
- Trusts
- Local Govt
- Community Fundraising
- Events
- Legacies
- Regular Giving
- Staff Support
- Individuals
- Churches
- Corporate





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Q.3

Are YOU investing in fundraising?



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Sharpening the Axe



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Sharpen Your Axe

- Get in touch with the Eye Hospital Staff
- Get in touch with successful fundraisers in other CPGs
- Learn from other charities
- But...
- “Will I definitely use this information for something immediate and important?”



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Q.5

How can you increase your fundraising capacity?



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My Stop Doing List

- Low return platforms
- Stopping my work every time an email comes in
- Filling pre-booked places for sponsored runs

What is on your Stop Doing List?



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Ways to Increase Capacity

- Volunteers
- Intern / Placement Student
- Event Sub-Committees



Five Questions to Increase Your Effectiveness

1. What would I do if I could only work for 2 hours a day?
2. Where should I focus?
3. Am I investing in myself
4. How can I increase our fundraising capacity?



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Always feel free to get in touch!



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Questions / Feedback