



WE COME IN PEACE! FROM EYEROLLS TO HIGH FIVES:

Building Buy-in Across Your Team

Jaya Mootoo & Shaylyn MacAulay

WHO WE ARE

Shaylyn MacAulay

- Development Officer at NSCC Foundation
- Board Member, AFP Nova Scotia
- Volunteer, MacPhee Centre for Creative Learning
- Big fan of snacks
- Happiest when exploring

Jaya Mootoo

- Director of Fundholder and Community Engagement at Oakville Community Foundation
- Consultant, speaker, entrepreneur focused on equity and inclusion
- Board Member, Canadian Association of Gift Planners' Foundation
- Founder of CRAM-A-CRUISER FOOD DRIVE AND FUNDRAISER

WHAT WE'LL COVER

01

What friction within a team looks and feels like

02

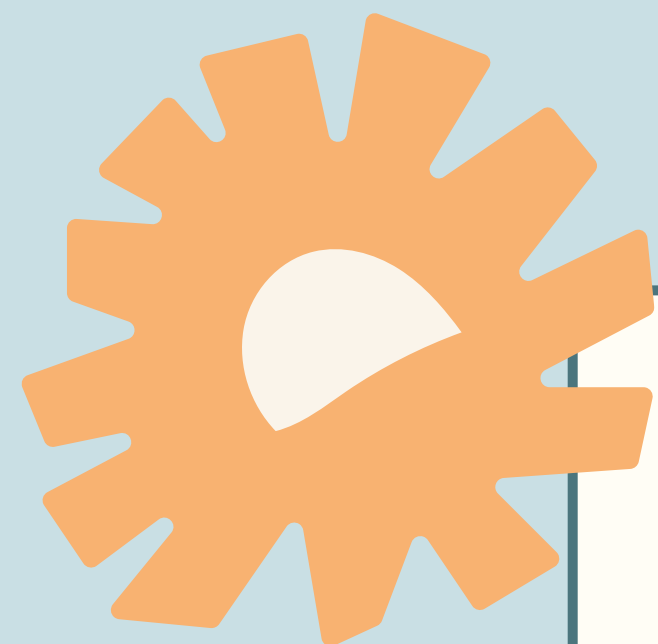
Strategies to improve team dynamic and support

03

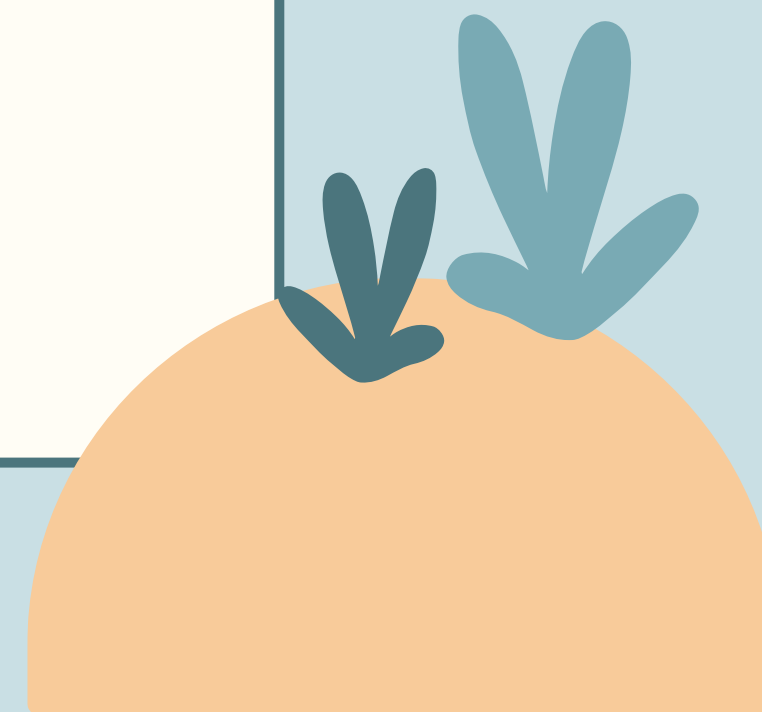
Breakout groups and discussion

04

Q&A



**NOW,
FOR A STORY**



What's the baseline?

Tips

- ✦ What do your colleagues think about fundraising?
- ✦ What has their experience with fundraising been like?
- ✦ Is everyone starting from the same place?

Demystify and educate

Tips

- ✦ What unproductive misconceptions exist?
- ✦ What formal and informal education opportunities are there?
- ✦ Are there examples of successful fundraising within your team you can share?
- ✦ Breaking down silos between teams

Find your advocates

Tips

- ✦ Who are the early adopters, the ones who “get” it?
- ✦ Are there opportunities for them to share their experience?

Dismantle ego

Tips

- ✦ Understanding power dynamics (Board and Staff, Peer to Peer)
- ✦ Celebrate the wins as team wins by sharing the behind-the-scenes
- ✦ If team recognition is feeling imbalanced, chat with someone

Have a Plan

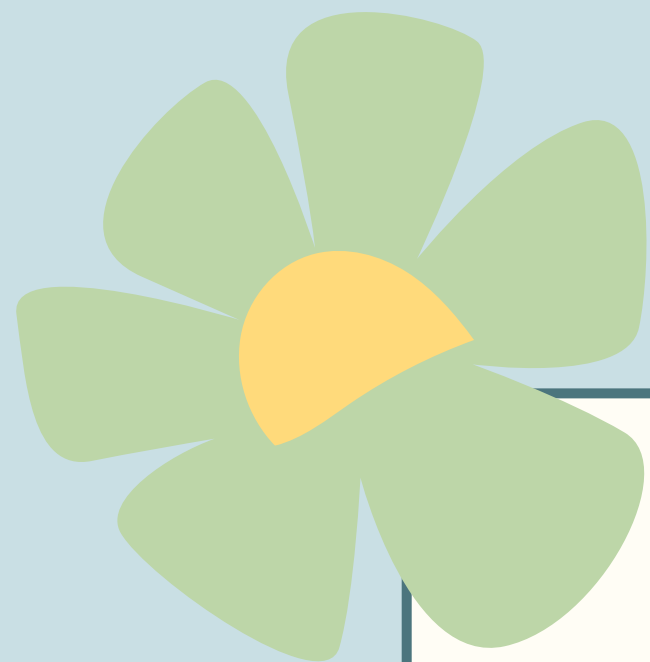
Tips

- ✦ Have a fundraising plan
- ✦ Share the plan and how it will work
- ✦ Engage teams in their roles and it means to them and their work/workload

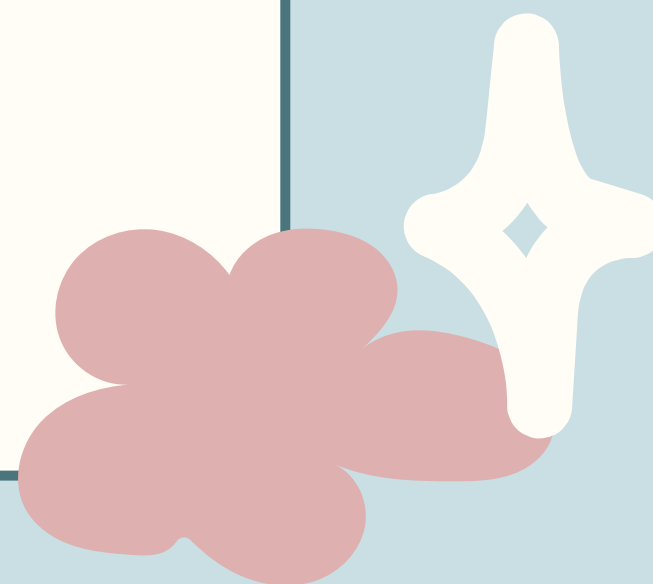
Work the Plan

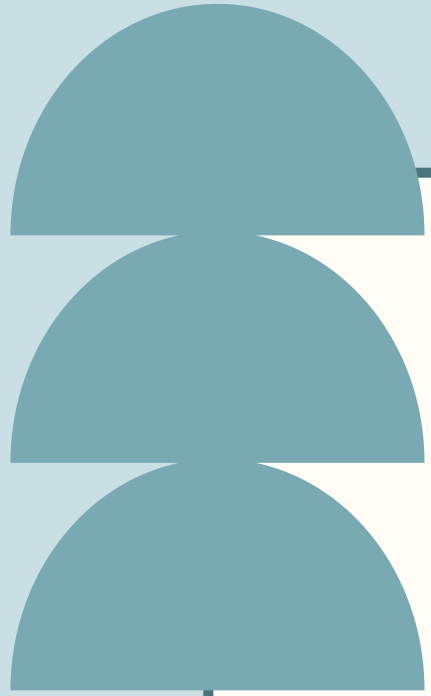
Tips

- ✦ Be prepared to repeat the plan....over and over and over again
- ✦ Share updates and results, to show progress
- ✦ Ask for opinions



BREAKOUT GROUPS



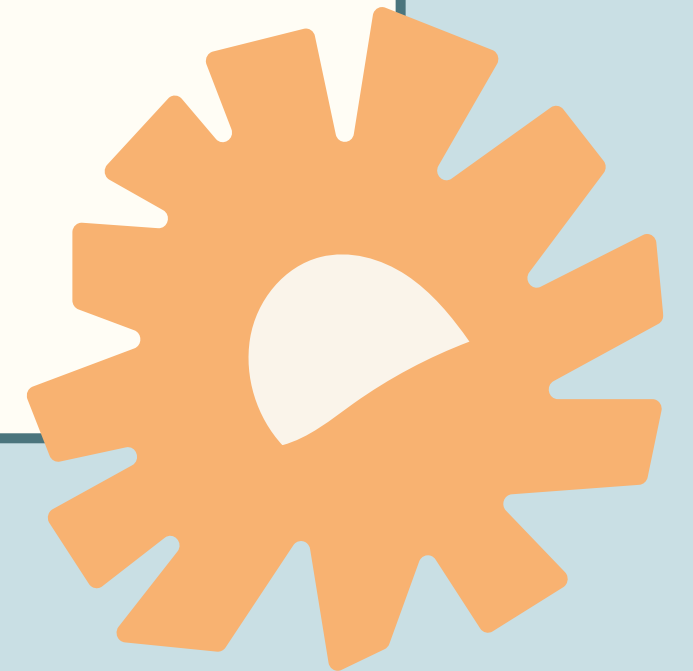


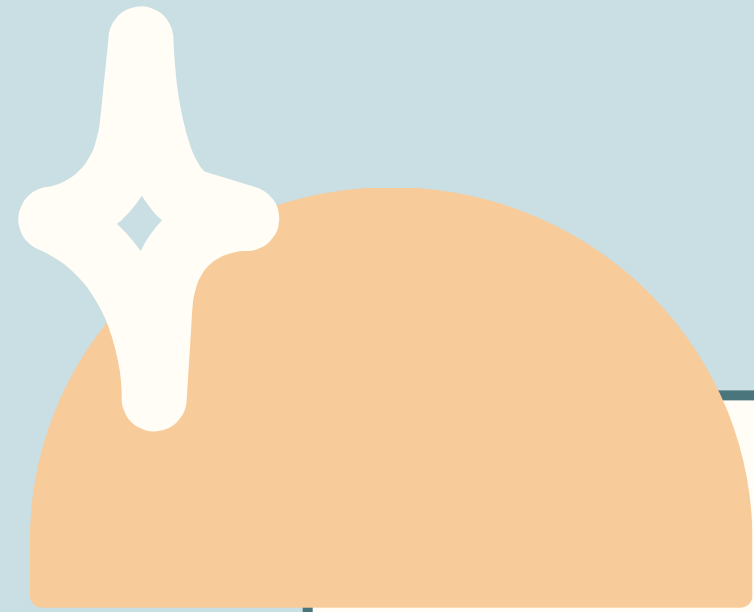
Scenario 1

You are the new Fundraising Lead at a small charity.
At your first board meeting,
the Chair says, “let’s plan a Gala for the Fall!”

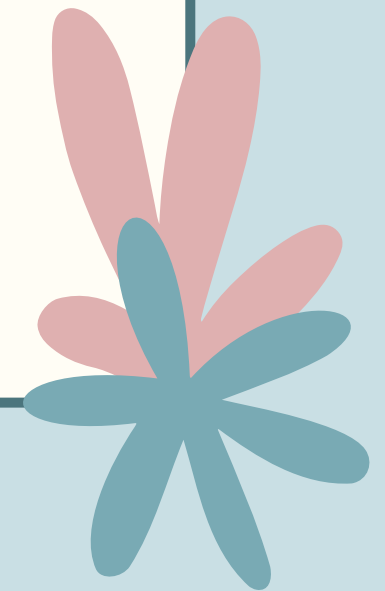
Scenario 2

Your communications colleague does not want to begin
including fundraising asks in your organization’s monthly
newsletter because they don’t want newsletter subscribers
to feel pressured to give.





DISCUSSION AND Q&A



THANK YOU!

Let's connect.

Shaylyn MacAulay

Shaylyn.MacAulay@nscc.ca

[linkedin.com/in/shaylyn-macaulay/](https://www.linkedin.com/in/shaylyn-macaulay/)

Jaya Mootoo

[linkedin.com/in/jaya-mootoo-](https://www.linkedin.com/in/jaya-mootoo-11135b49/)

[11135b49/](https://www.linkedin.com/in/jaya-mootoo-11135b49/)