

# Who 'owns' your supporter?

## Breaking Down Silos for Supporter Experience

**LINDSAY TILSTON JONES (SHE/HER)**



**MAX NEWTON (HE/HIM)**





- ✓ London marathon runner
- ✓ Volunteer Fundraising Group Lead
- ✓ Area President
- ✓ Works for a corporate partner
- ✓ Major Donor prospect
- ✓ Wants to raise money for a local restricted appeal
- ✓ Friend of Max's mum





**50%**  
SAY THE BIGGEST  
BARRIERS ARE INTERNAL



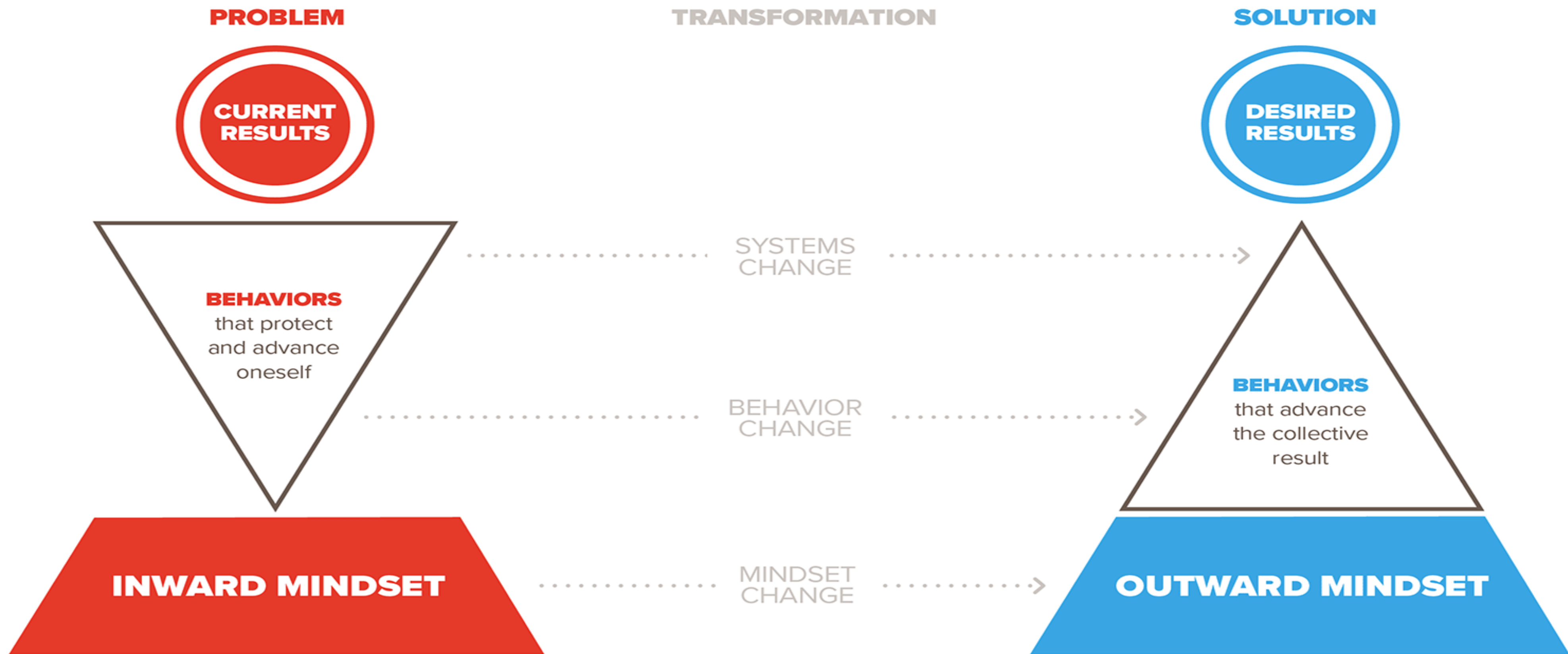
- ✓ Make the case why they're ours!
- ✓ "It all goes to the same pot"
- ✓ Income allocation rules
- ✓ Soft crediting
- ✓ Finders fee
- ✓ No fundraising targets for Community Fundraising
- ✓ Collaboration champions



# Outward Mindset: from silos to dream teaming

How much money, time, energy and people are lost as a result of teams working poorly with each other? Can you afford that to continue?





**Symptoms:**

Underperformance, lack of commitment/  
engagement, blame, silos, lack of initiative  
and innovation, poor leadership, conflict

**Characteristics:**

Superior performance, high engagement/  
commitment, collaboration, innovation,  
employee growth and development,  
alignment, self-accountability

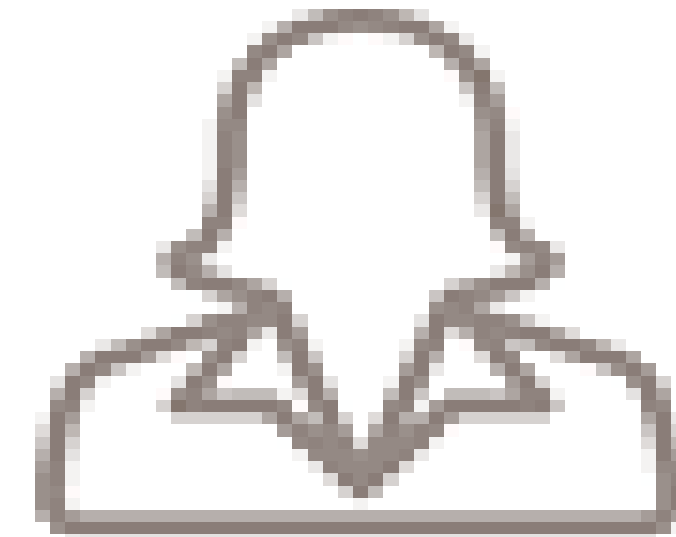
**WHAT I  
DO**  
Blame



**WHAT I SEE**  
An Object



**WHAT THEY SEE**  
An Object



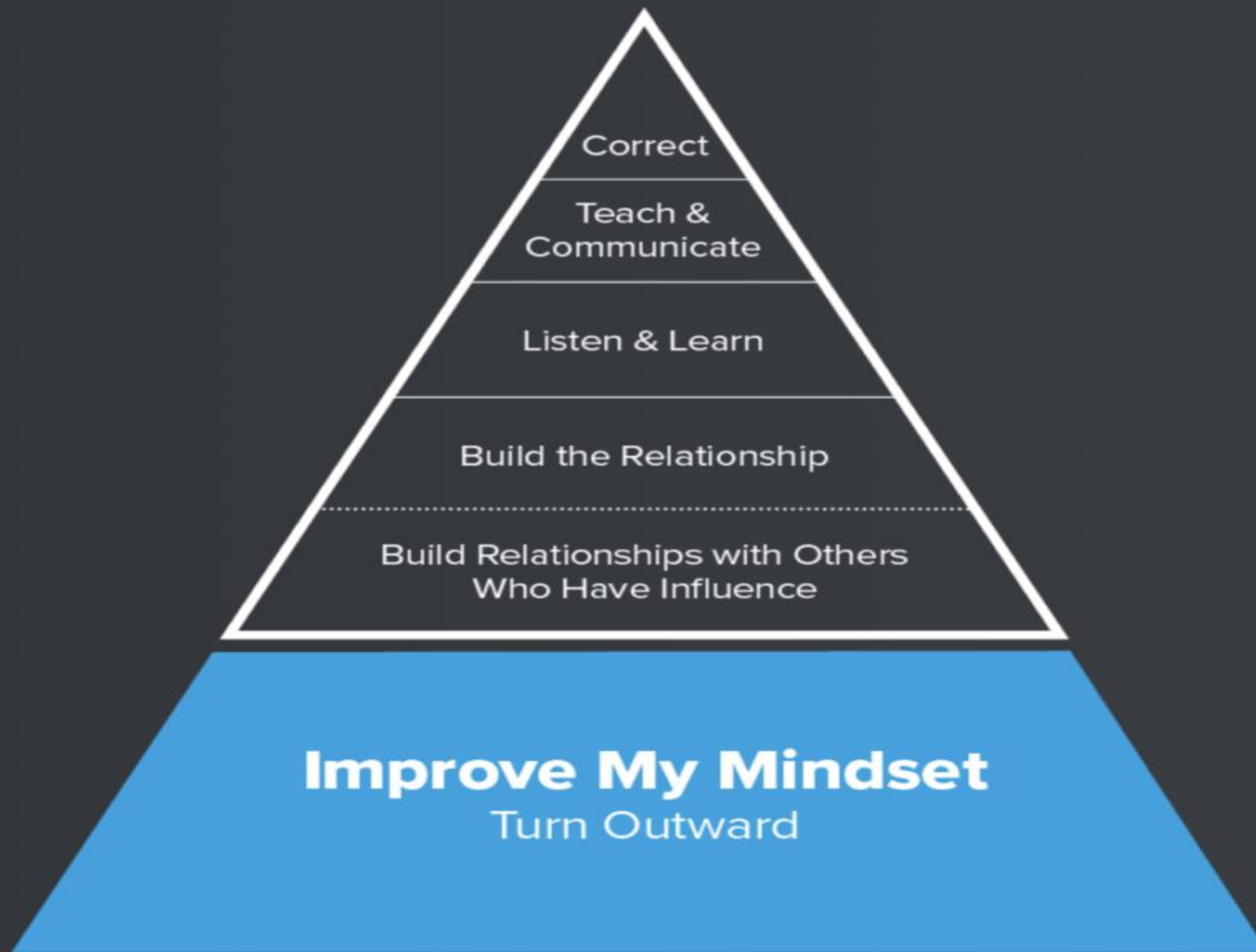
**WHAT  
THEY DO**  
Blame

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Who</b>              | <b>What did they do?</b>            |
| <b>What did you do?</b> | <b>How did that make you feel ?</b> |









# **Thank You and Any Questions?**

**[www.arbingerinstitute.com](http://www.arbingerinstitute.com)**

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