



# **Remote – Relevant – Effective Your New Development Role**

Presented by:

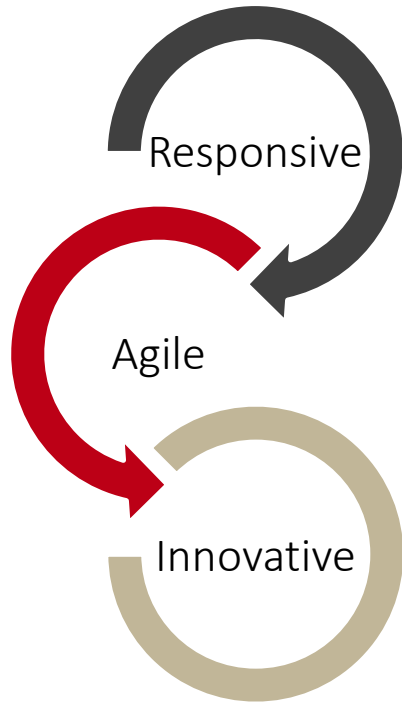
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# Ruotolo Associates Inc.

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- Over 40-year partnership with RA and the De La Salle Christian Brothers.
- First school client was a Lasallian HS...and have worked with 15 Lasallian institutions since then.
- Since 1979, privileged to work with Catholic educational institutions, dioceses, parishes, and religious orders located throughout the United States.
- Presently providing campaign counsel to La Salle Academy (Providence, RI), La Salle Institute (Troy, NY), and strategic planning for St. Patrick High School (Chicago, IL). We recently completed work with Christian Brothers Academy (Lincroft, NJ).

# What We've Heard

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“I am the only one not going into the office...”

“No one is communicating with each other...”

*“The competition between us on staff has only increased...”*

**“THE PRESIDENT/CEO/EXECUTIVE DIRECTOR IS TOO BUSY FOR ME...”**

“I have to home school my kids and don't have time for everything...”

“No one's working anyway – I can slack a little...”

“I'm afraid I'll lose my job...”

# 3 Dimensions to Your New Professional Profile

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## Remote

Sustain Presence



## Relevant

Create Strategies



## Effective

Accomplish Results

# 3 Ways to Increase your Remote Effectiveness

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**Take**

a self-inventory quiz to learn what “type” you are



**Create**

best practice work setting and habits



**Accept**

it is the “new normal”...and adjust your development plan

# What Describes you Best?

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I tend to do things at the last minute and sometimes ask for more time **OR** I never miss a deadline and like to get things done ahead of time.



Working alone is more productive for me **OR** I get energy from being around others on our team.



I get excited when people tell me that they like my work **OR** I get a thrill from completing a task well, even if no one else notices.



I like to be creative and come up with new ideas **OR** I like everything spelled out and I can check them off my list.

# Create Work Setting – Week 3+++

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Technology

Pray

Stay Active

Dress for Work

Establish a  
Schedule

Space

Supervisor  
Meetings

Check on your  
team

E-mail, phone,  
Zoom

Shared files

Personal Time

Brain Food

Expectations of  
Others

Establish  
Communication

Best Time of  
Day

# Change and Growth

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SELF AWARENESS



AFFIRMATION OR  
ADJUSTMENT



# One Planning Template

March – for example	April	June	August...
Newsletter			
Phonathon			
Major gifts			
Top 25 Donors			
Alumni events			
Special events			
Capital Campaign			
Case for Support			
Etc.	Etc.	Etc.	Etc.

# Relationships

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March	April	June	August	NOTES
Engage through in-person meetings.	Sustain current connections through calls and notes.	Build new (and existing relationships) through more calls and notes.	Virtual group “Conversations”	Think broadly, act specifically.

# Special Event ROI

March	April	May	August	NOTE
Special events: fundraising and alumni.	Delineate and deliver virtual portion.	Evaluate “must” events for fundraising; “Graduway” for alumni gatherings.	Prioritized events confirmed for 20-21; survey alumni.	Reduce dependency on in-person events for fundraising; replace with in-person meetings to cultivate relationships.

# Pursue vs. Pivot

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March	April	May	August	NOTE
1x1 meeting to solicit	Personal outreach – “How are You?”	Note, e-mail, other	Visit	Be open to continuing to solicitation at any point.

# Increasing Your Value to Your Institution



Top 3 Daily/Weekly Highlights

*Reinforce common themes*



Core Talking Points

*Provide scripts and FAQs*



Role Playing & Rehearsal

*Unprecedented challenge*

# Personal Outreach

## Three conversation keys for calls and letters

- Convey genuine interest in and concern for your constituents
- Express appreciation – *relationship vs. transaction*
- Connect to the institution
  - Make it personal
  - Share your experience
  - Be open to response cues – “*How can I help?*”

## Follow-up

# Crisis, Stress & Performance

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**CRISIS  
ENVIRONMENT**



**STRESS  
RESPONSE**



**OPTIMIZED  
PERFORMANCE**

# Empowering Questions

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Open  
Ended

Solution  
Oriented

Reframe for  
Opportunity



# Setting Goals/Adding Value

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Refine Objectives



Set S.M.A.R.T.  
Goals



Outline Actions  
Steps

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# Q & A

# Thank You!

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