



CRI e-Alert

Bringing Focus, Accountability and Success to Your Development Program

The Wisdom of Crowds

June 26, 2009

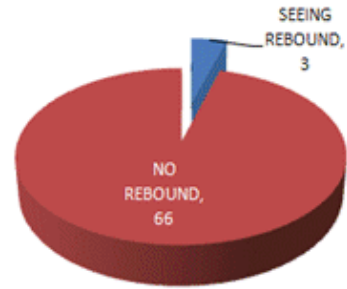
I want to share with you some "wisdom of the crowds" as learned through the last two [Friday Forum](#) luncheons in Boston on May 8th and June 19th. As President of the Friday Forum, I have the privilege at each luncheon to greet our members and guests, who are development leaders and represent large and small institutions throughout New England.

I have started, what I hope will become a tradition at Friday Forum luncheons, to poll the attendees at each gathering for their feedback on important questions of the day regarding development. I also invite queries from the membership. What better group is there to learn of conditions in the field and to spot emerging trends?

Rather than keeping this valuable information quiet, I want to share it with you in the hope it will inform your strategies for your shop and organization.

May 8 - Attendance 69: Andrea Silbert, President of the EOS Foundation

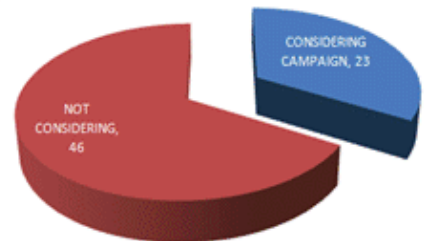
1. How many of you are beginning to see a rebound in donor reluctance to give?



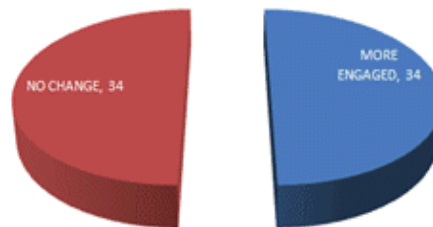
2. Who among you are thinking about hiring for new positions?



3. How many of you are considering going into a campaign within the next year?

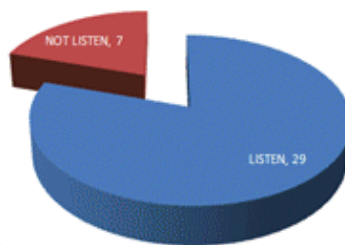


4. Who is seeing your board members become more engaged (during these challenging times) than they have been in the past?

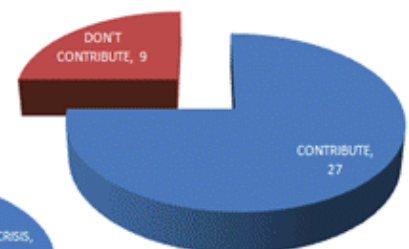


June 19 - Attendance 36: Paul La Camera, General Manager of WBUR

1. How many of you listen to WBUR regularly?



2. How many of you contribute to WBUR annually?



3. How many of you (or your shops) have taken "advantage" of this economic crisis to make long needed changes (staffing, organizational)?



4. How many of you are seeing things beginning to perk up, or getting worse?

