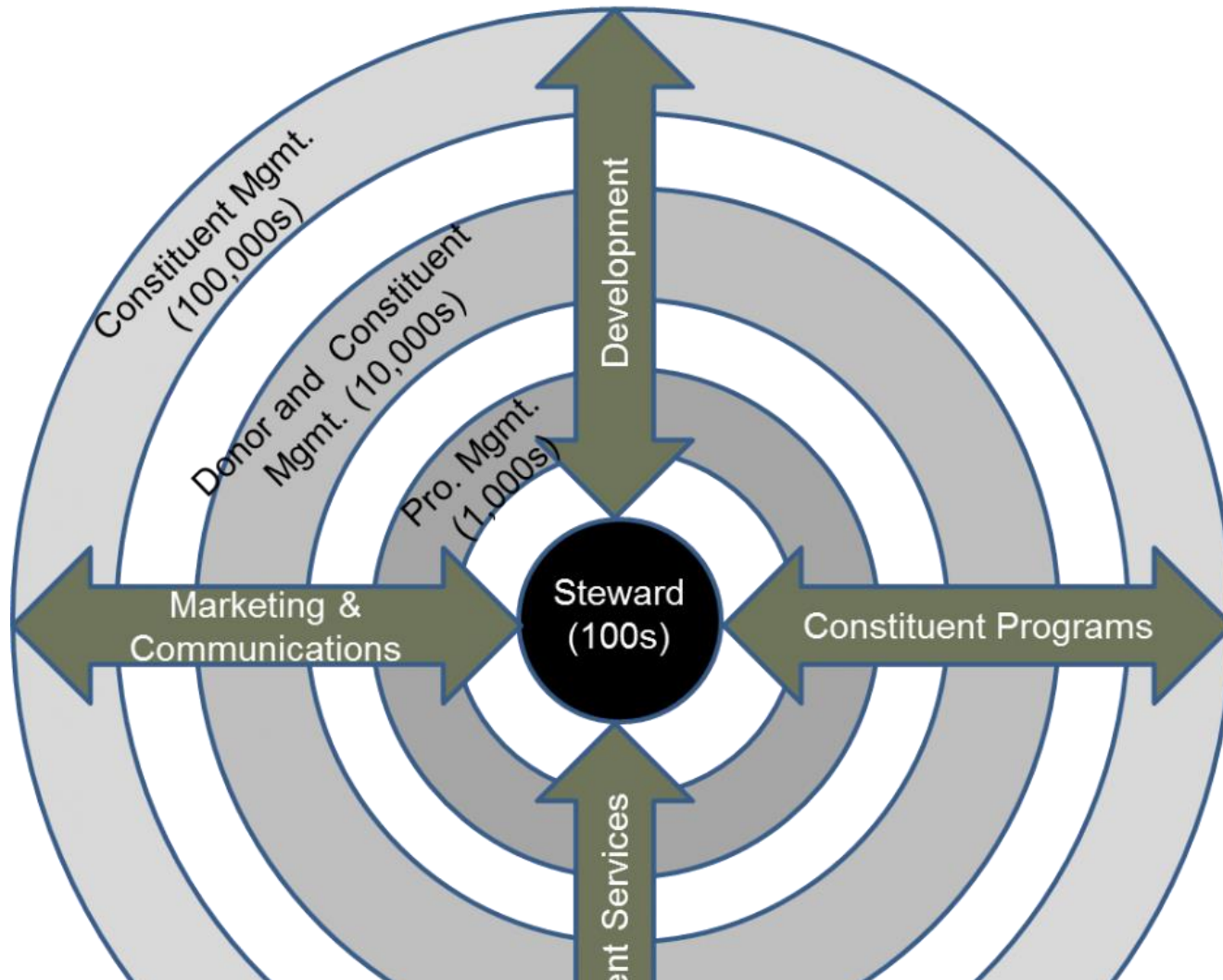


# Building the Spinning Top: Perception & Reality

A silver spinning top with a microphone on top, symbolizing the concept of perception and reality. The spinning top is a traditional toy that spins on a point, and the microphone is a modern addition, suggesting a connection to communication and perception.

Chris Cannon, CFRE  
President, Strategic Services  
Zuri Group

# Integrated Advancement Ecosystem



Our environments shape our operations



Balancing these is tricky & interrelated

# 3 Complicating Factors

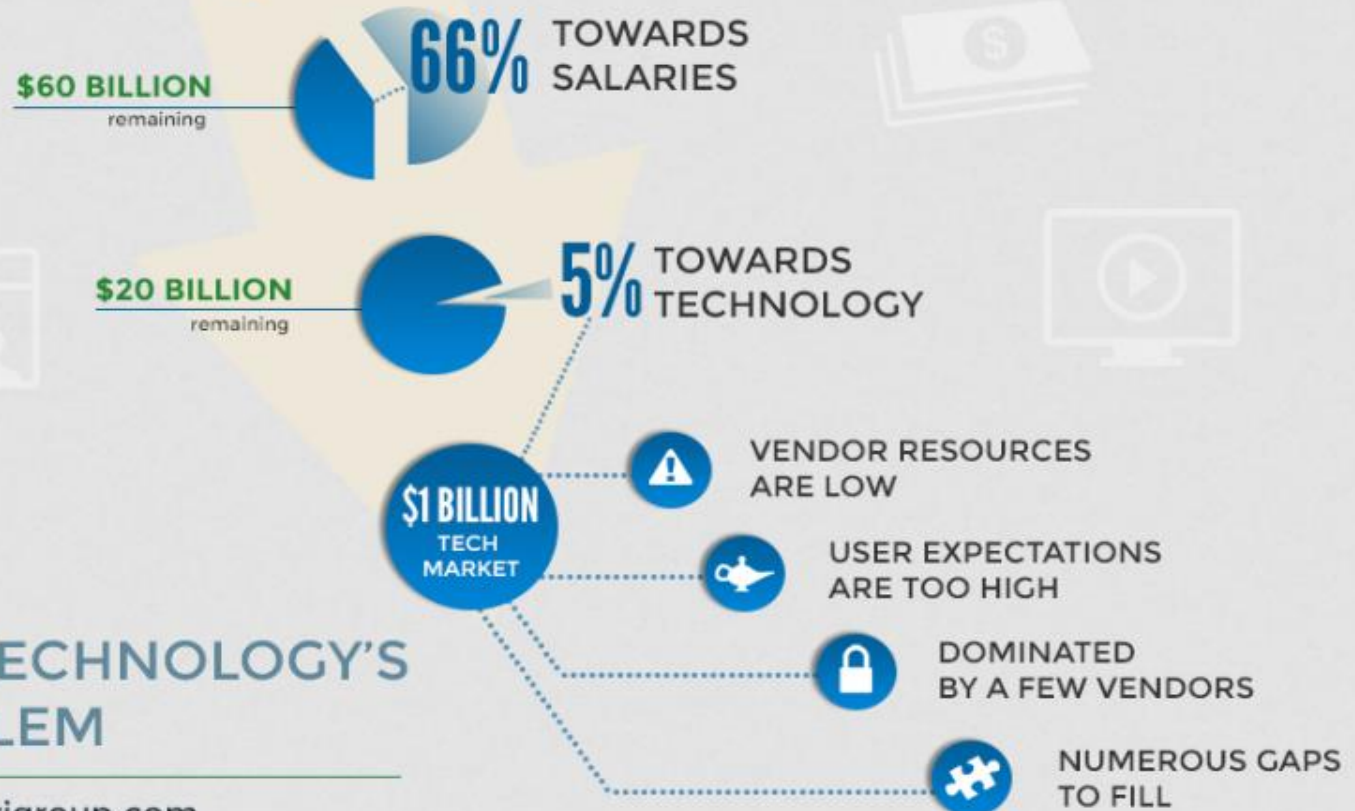


The iPhone Problem is deeply rooted

TOTAL ANNUAL  
PHILANTHROPY  
**\$300 BILLION**



# We don't have the investment needed



**Zuri Group**  
new media • new technologies • new ideas

## FUNDRAISING TECHNOLOGY'S DEMAND PROBLEM

Chris Cannon . [cannon@zurigroup.com](mailto:cannon@zurigroup.com)

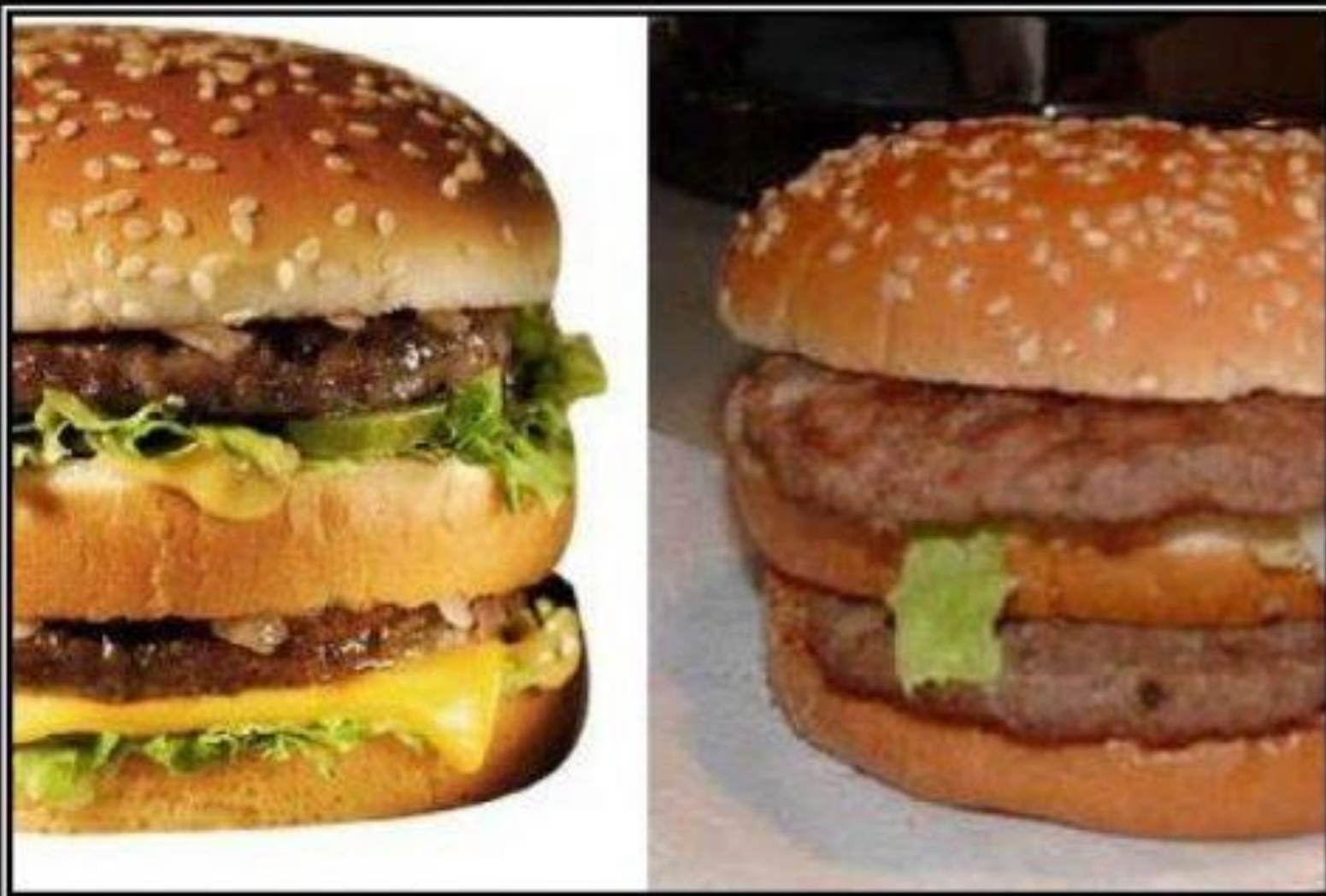


## What percentage of respondents were at least 80% confident in the following operations area?

Operations Area	Executives	Operations Professionals
Fundraising Data	48%	53%
Donor Database	37%	43%
Fundraising Reports	46%	46%
Gift Processing Procedures	53%	62%
Operations Team	53%	61%

Source: Cannon's *An Executive's Guide to Fundraising Operations* (Wiley 2011)

Our executives are tough graders



# PERCEPTION VS. REALITY

Nothing is as it seems



# Ecological Fallacy complicates things

EVERYONE SAYS YOUR  
NEW CIRCUIT DESIGN IS  
WORSE THAN THE OLD  
ONE.



www.dilbert.com  
scottadams@aol.com

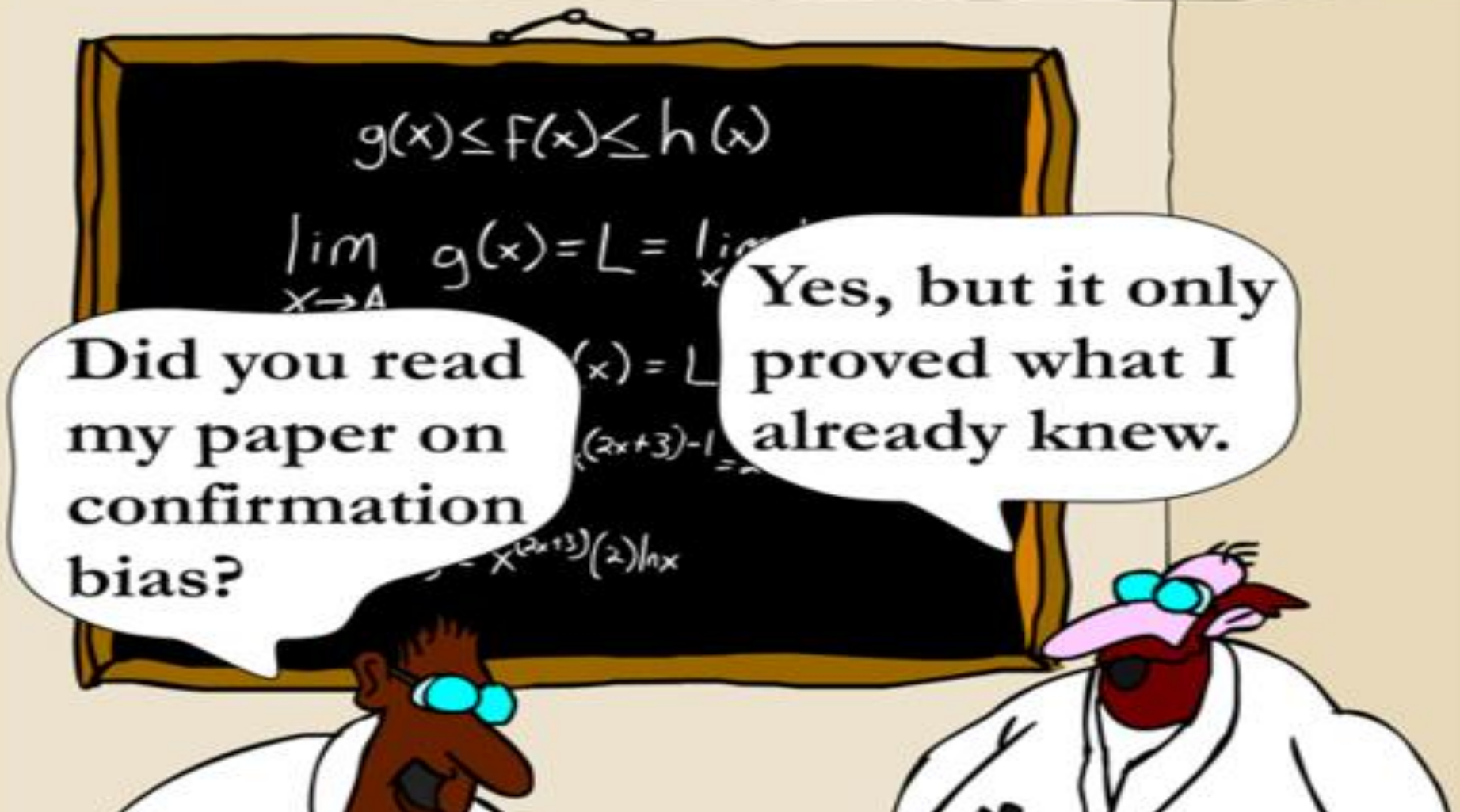
BY "EVERYONE," DO  
YOU MEAN YOU HEARD  
IT FROM ONE PERSON  
WHO DOESN'T LIKE ME,  
AND ISN'T FAMILIAR  
WITH EITHER DESIGN?



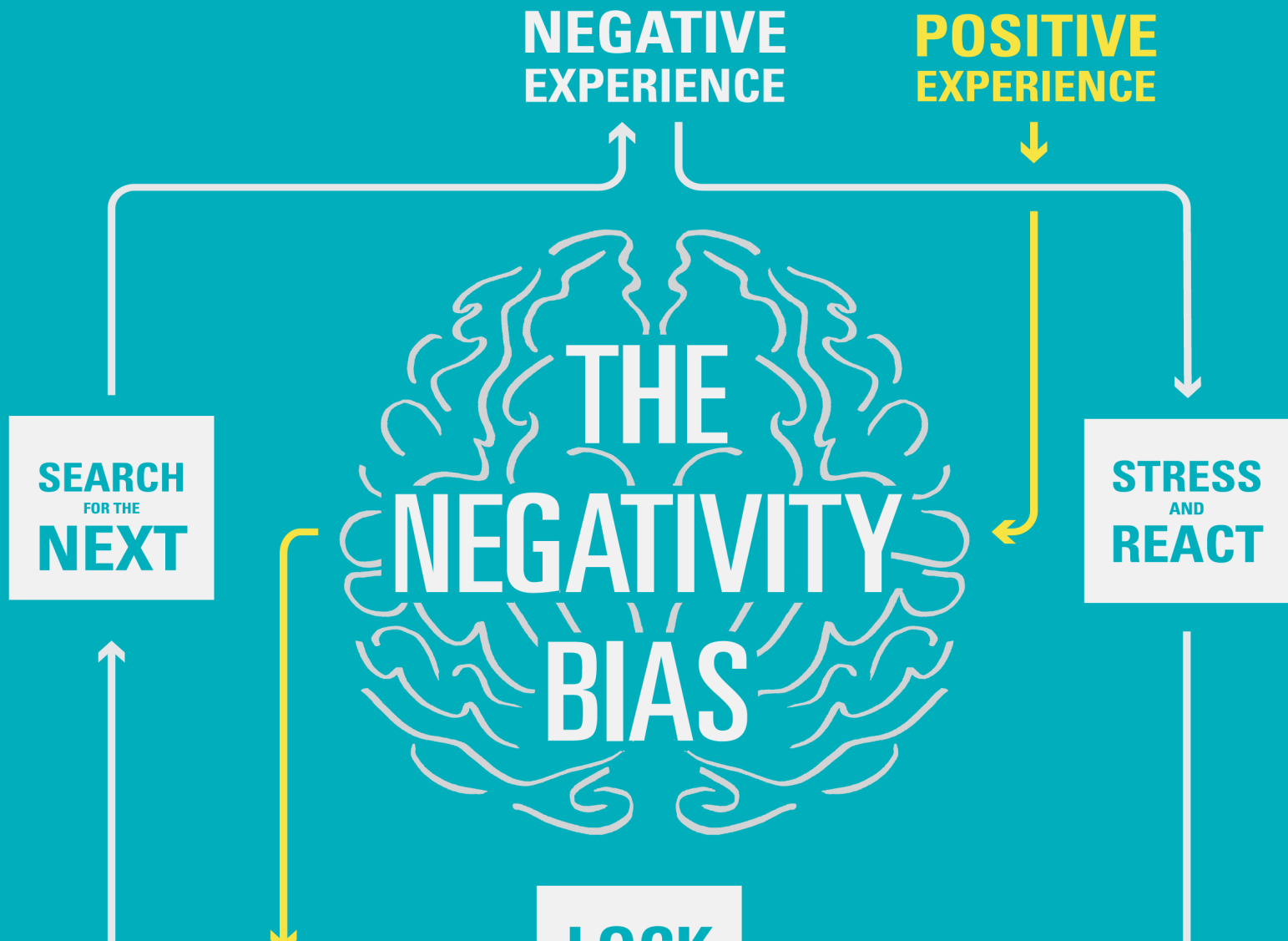
9-8-07 © 2007 Scott Adams, Inc./Dist. by UFS, Inc.

I ALSO SPOKE TO THE  
PEOPLE WHO HEARD IT  
FROM THAT ONE  
PERSON.





Confirmation Bias exacerbates issues



Users remember bad over good

Building Infrastructure

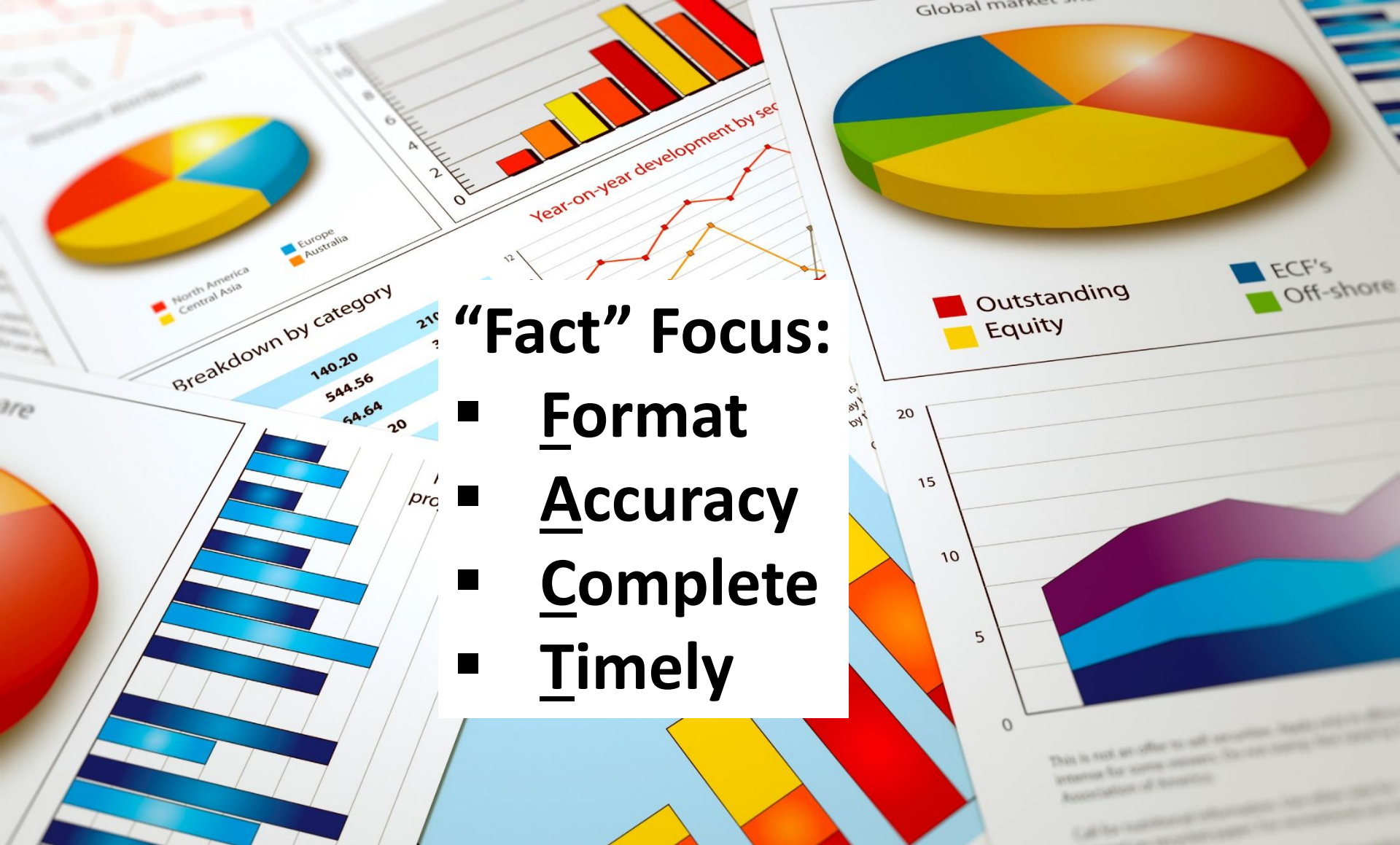


## **Focus Metrics on:**

- **Data integrity**
- **Data accuracy**
- **Data depth**
- **Value of data**

Data are the fuel for the rest





Reports are the great equalizer



- # Technology is a means to an end

A person with glasses is drawing process diagrams on a whiteboard. The diagrams include a flowchart with rectangular boxes and a vertical sequence of two ovals connected by arrows. A hand is visible drawing a line for the second diagram.

**Processes should be:**

- **Documented**
- **Accountable**
- **Aligned**

Effective and efficient processes





## **People are the Post:**

- **Roles**
- **Skills**
- **Communication**

So get and retain great people.

Building for your Market





Persuade gap is small and return is big



Encourage early adopters & champions





- Embrace it
- Fix real problems
- Build a charm offensive
- Adopt metrics

so try to make it a day at the beach

# What's Next?

[cannon@zurigroup.com](mailto:cannon@zurigroup.com)

Fundraisingoperations.com