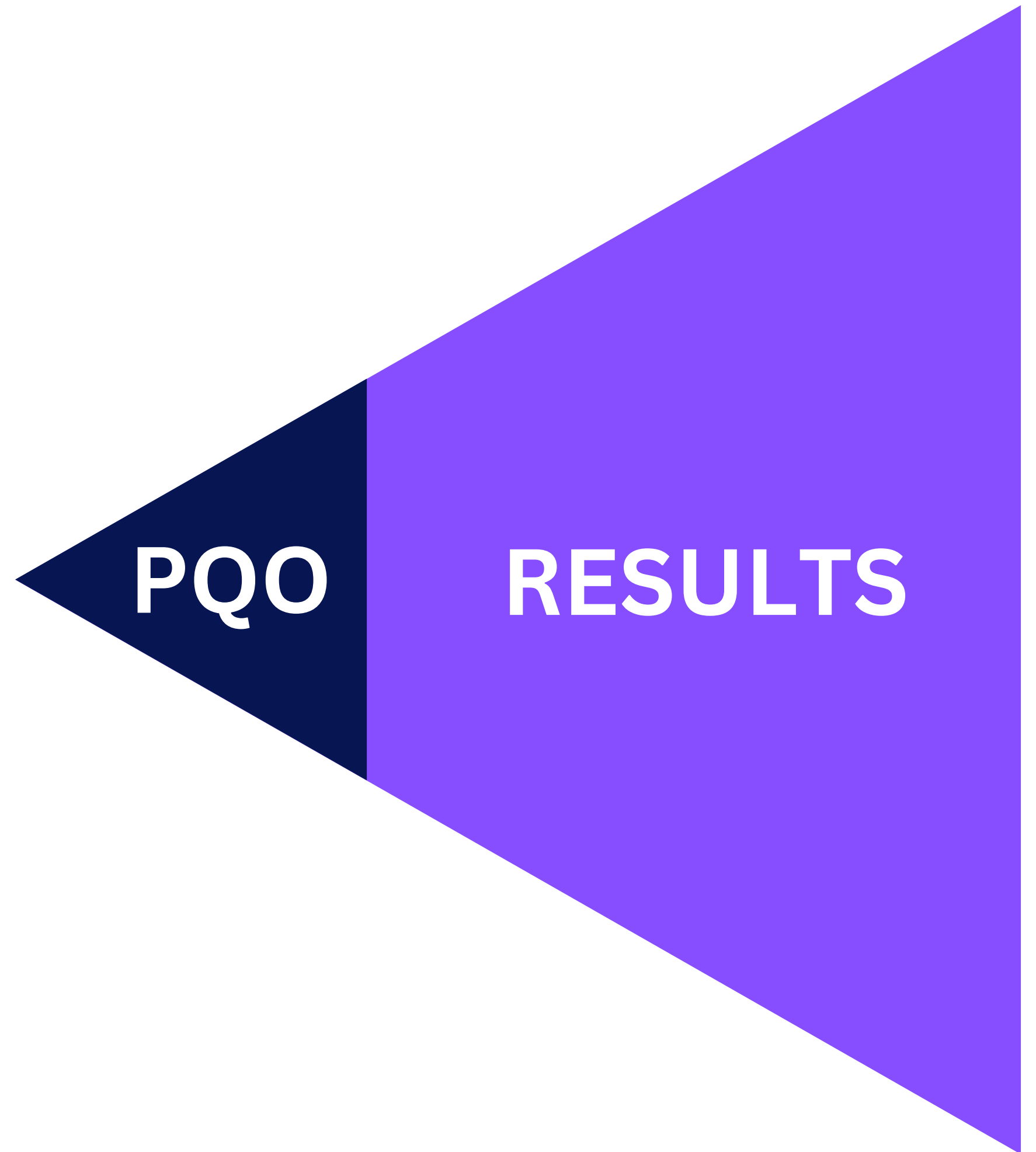


The Power of PQO's



Overview

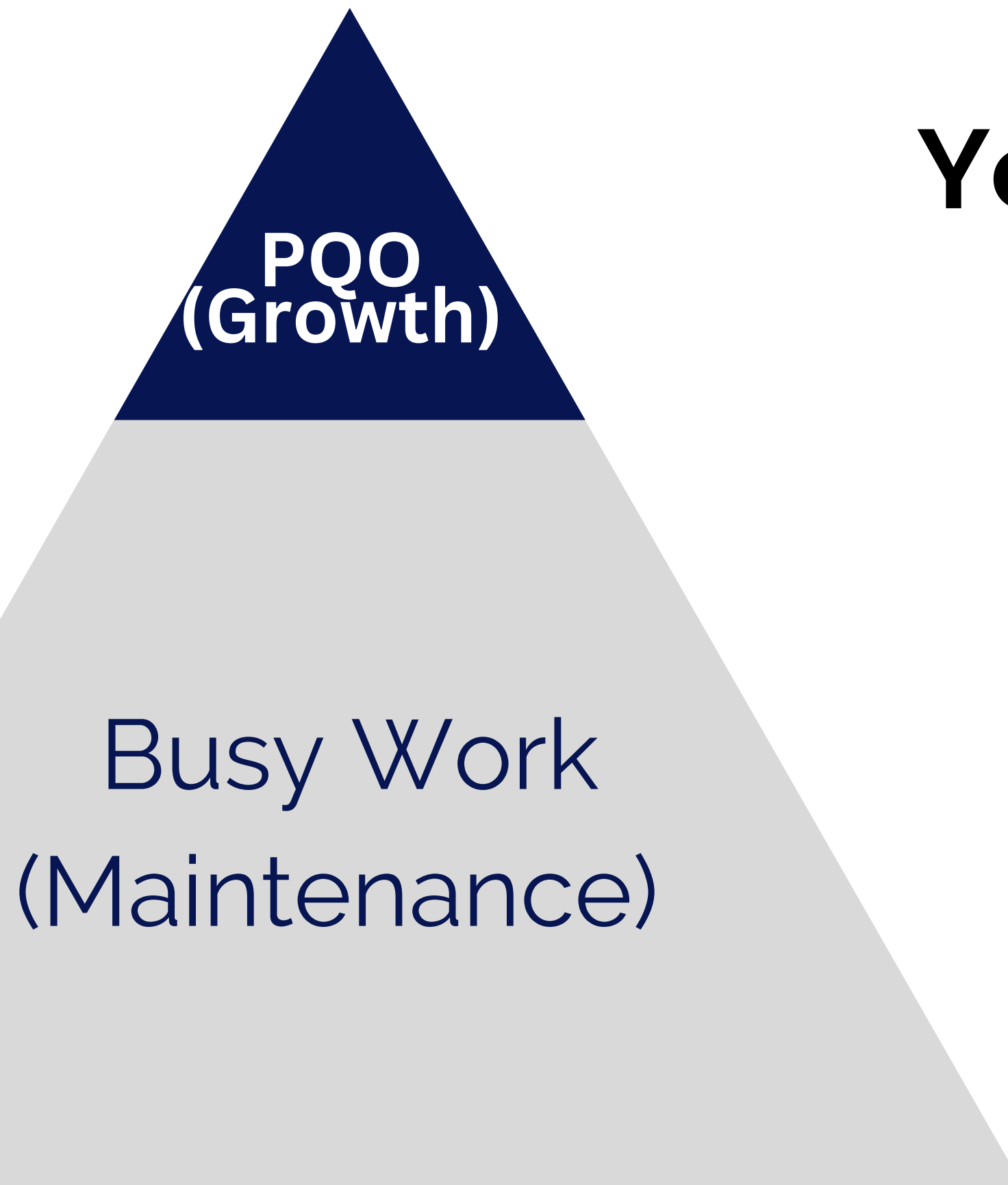
PQO, standing for "Proficient Quotient Optimization" is key to any executive team in a non-profit. Here's the truth. There are endless options and donors. You could go after any donor, any vendor, and work on any capital campaign.

But the question is, is the amount of work you are doing bringing the most return?

Are you doing less to create more?

Most leaders we coach have a bad habit of believing that working more, creates more. But a great PQO is doing less to create more in the long run.

Let's dive in.



Your busy work may be killing your growth

Your busy work is killing your growth. As executives within non profits, it seems like we can never get ahead of the curve.

Many times it's a few things that take our organization to the next level but we can never get to it.

Busy work many times needs to be done, but it CANNOT be our focus.

Many times when we focus on busy work we begin to spin our wheels like a kid trying to run with roller blades on.

PQO's are designed to get your team and org to gain traction with the things that wil actually move you forward.

PQO Example Goal:

Raise \$1M in 2 Quarters

PQO		NOTES
Post 100X on Social Media for 2 Quarters		When it comes to creating a volunteer opportunity, this wouldn't be a bad PQO. When it comes to raising \$1M this would be called "LOW LEVERAGE" you could post 10,000 opportunities and you may break through. But the percentage of success is quit low.
Meet with 100 and pitch \$10,000 Donors		Though this may seem like the best option, the issue when it comes to PQO leverage in order to hit your goal to \$1M in 2 quarters 100 meetings or more seems unrealistic. No one has that much time or energy to hit this in the time frame that is given. Remember PQO stands for Proficient Quotient Optimization. This is not proficient though it could optimize in time.
Meet with 15, \$100,000 Donors		With a 33% churn rate, 15 meetings with larger givers may take more time per, but your return will be greater. If you niche down, you could even meet with 5 at \$200,000 and it your goal. This is a high leverage PQO, that if put to focus, resource, and energy you should get there. For more fundraising tips and lessons check ou the fundraising channel.

Exec Role PQO Example



CEO

Strategy

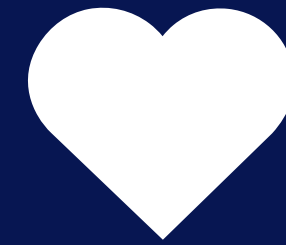
Top 20% Donors



Fundraising Director

Top 20-40% Donors

Increase in Monthly Giving %



Program Director

Volunteers #/ Month

Program Graduates



Operations Director

Cut +/- %

PQO Exercise

Name

Role

PQO	WHAT GOALS CAN YOU SET WITH THIS PQO?	WHAT WILL YOU STOP OR DELEGATE TO FOCUS?