

Interactivity 2023
CEO/CDO Partnerships That Supercharge Fundraising

A Tool for Discussion:
Evaluate your ED/CEO – DOD/CDO Working Relationship

We assert that the relationship between the ED/CEO and DOD/CDO matters to fundraising effectiveness and to organizational behavior as a whole. The following questions provide a tool for assessing how you each view your current partnership. We suggest independently taking this “survey” and then jointly comparing and discussing the results. There is no right or wrong answer, rather this is a tool to discuss many of what we believe are key factors in making the partnership work.

1. The ED/CEO – DOD/CDO is the most visible partnership within the organization and people’s perception of the relationship can have a strong effect on its success. On a scale of 1 (not at all) to 10 (constantly) rate how frequently each of these groups has occasion to scrutinize and meaningfully observe interactions between the two positions:
 - a. Donors _____
 - b. Other staff: _____
 - c. Board members: _____

2. From the following list, pick the top 3 words or terms you think these outside viewers would use to describe your partnership. If you think it varies by audience (Question 1), make a list for each.

- | | |
|---------------------|-------------------|
| Cordial | Confusing |
| Competitive | Effective |
| Synergistic | Respectful |
| Synchronized | Inequitable |
| Trusting | Off-putting |
| Evolving | Unbalanced |
| Challenged | Inconsistent |
| Balanced | Collaborative |
| Non-functional | Creative |
| Mutually supportive | Tense |
| Telepathic | Energetic |
| Empowering | Counterproductive |
| Remarkable | Inspiring |
| Productive | Fun |

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3. For the following statements indicate your level of agreement.

Scale: 1-Completely disagree up to 5-Completely agree

_____ I feel comfortable knowing when to ask for support from the other person

_____ I feel we work well together to anticipate and communicate challenges

_____ I feel each of us trusts and supports the other in their role

_____ I feel we empower each other to lead when the situation calls for it

_____ I feel we are able to helpfully improve each other's work

_____ I feel we play to each other's strengths

_____ I feel we "read" a donor's reactions and needs similarly

_____ I feel we present a unified point of view to all staff

_____ I feel we are able to be flexible in many ways as a team

_____ I feel our successes are appropriately shared and celebrated

_____ I feel we both manage our egos well

_____ I feel we understand each other's strengths and weaknesses

_____ I feel we understand the pressures of each other's roles

_____ I feel we each understand when it is ok to make decisions that impact the other

_____ I feel we share the same organizational vision

_____ I feel this was the right partnership from the beginning

_____ I feel that I can be more successful in my role because of my counterpart

_____ I feel that my counterpart stands up for me when needed

_____ I feel that we share the "worry burden" about fundraising and its role in the organization's financial picture