

Does Your Team Really Know the Impact of Their Work?



The marketing materials produced by nonprofits frequently implore donors and prospects to “make a difference” with their ongoing financial support.

But does your team really know the difference that your nonprofit is making in the community or in the world?

If staff seems less engaged than you’d like, if they lack a sense of urgency and pride in their work, perhaps they need a re-orientation to the impact of your programs and services. Increase the motivation, productivity, and engagement of your staff by showing them the positive difference their work makes on the lives of others.

Research shows that just one 5-minute interaction—whether virtual or in person—with those who benefit from the agency’s programs and services can produce up to a 500% increase in employee productivity. **When clients and constituents express appreciation through positive feedback, employees develop stronger beliefs in the impact and value of their work.** I learned this first-hand when leading a team of stewardship writers in an environment where high-powered fundraisers received the lion’s share of praise. **Leadership made it a priority to share with us the positive responses they received from donors to the communications that were penned by the stewardship team.** Those appreciative donor responses helped my team see the value of their work and our contribution to the organization’s fundraising success.

The Expert Team Leader

vharrisprojects

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Take these steps to make sure your team knows that they are truly making a difference:

- Identify groups of people who benefit from your team's work but have never shared their feedback, such as clients, students, coworkers and managers from different departments.
- Arrange opportunities for these beneficiaries to share their experiences and express their appreciation to your team via emails, video meetings, or an informal lunch or coffee break.
- Find new stories to share on a regular basis with the team to keep them engaged with the work at hand.

How often does staff at your agency interact, virtually or in person, with the constituents/communities that you serve? What have you done to bridge the gap between the two? How did it make a difference for the team?