

# **Leadership and Legacy Giving: Building a Cohesive Campaign Team that Goes the Distance**

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Cohesive campaign teams make better, faster decisions, tap into the skills and opinions of all members, and don't waste time and energy on the wrong issues. The most successful campaign teams share five characteristics that result in a collective focus on results. This session will address how to inspire your campaign team members to embrace the legacy vision and commit to results. Participants will learn: the most common reasons campaign teams go off track; how to build cohesion that maintains a focus on results, common donor and leadership styles, and the most effective way to deploy volunteers and donors based on their style.