

Campaign Director:

Date:

Organization:

Evaluation Made By:

## PERSONNEL EVALUATION

Jerold Panas, Linzy & Partners seeks the best, most productive men and women possible to manage its campaign programs. The search we undertake in recruiting personnel is exhaustive and we attempt in every way to help our people grow and enhance their *professional cutting-edge*. One of the ways in which this can be done most effectively is to ask for a complete and candid evaluation of our director's work. Your assistance in making this assessment will be of great help to us and to all future clients.



Grading in on a *one to ten* basis—**10** being the highest possible mark, **1** being the lowest. While we know that perfection is difficult, we do seek the most effective directors possible. We set high standards, and we expect that you do, also.

Your comments and your evaluation will be kept completely confidential. Thank you so much for your help. *jp*

Evaluation Scale	
0-4	Unacceptable—a great deal of improvement is required
5-6	Acceptable, but not of special merit
7-8	Superior
9	At an exceptional level
10	The highest possible score, a peak performance

Attribute	Rating
<b>PERSONAL CONDUCT</b> Grade director's personal conduct and habits, quite apart from his or her professional qualities. If the director is exemplary and above reproach in every way, you should give a rating of <b>10</b> .	_____
<b>SPEAKING ABILITY</b> A forceful, stimulating, extremely effective speaker should receive a <b>10</b> .	_____
<b>WRITING ABILITY</b> A <b>10</b> should be given to an inspiring, exceedingly forceful writer.	_____
<b>LISTENING</b> Of all the communication skills, the ability to listen is perhaps of the greatest importance. Rate the ability of your director to listen, to listen effectively, and to listen intently.	_____
<b>LEADERSHIP</b> The quality of leadership is an extremely important characteristic of an effective director. The highest rating should be given to someone who is highly charismatic, one who inspires others to follow.	_____
<b>STAFF RELATIONSHIPS</b> Grade the director's working and personal relationships with your institution's staff.	_____
<b>VOLUNTEER RELATIONSHIPS</b> Grade the director's working and personal relationships with volunteers.	_____
<b>INTEGRITY</b> You hope and assume that integrity is a quality inherent in all directors. It is of primary consequence. Without integrity and ethics, no matter how great the fundraising and other skills and talents—the director will not be a true success. A person with impeccable integrity should receive a <b>10</b> .	_____
<b>CAMPAIGN OFFICE</b> Grade the director's campaign mechanics and ability to organize and maintain the campaign office.	_____

**Rating**

**WORK PRIORITIES** A grade of **10** indicates that the director consistently establishes proper priorities of work for the successful completion of the campaign program. \_\_\_\_\_

**A SELF-STARTER** There is a great deal to be done in establishing and sustaining a campaign program. The most effective director is a tenacious worker, highly committed to the project, and a heavy producer. \_\_\_\_\_

**LOVES THE WORK** A director who really loves the work shows it in everything they do. There is an excitement and commitment which is undeniable. And because it is so obvious, the spirit is caught and passed on through the staff and to the volunteers. For our directors, we expect it to be more than just a job. We hope it is a passion. Give the top score possible if the job really seems to be a *love affair*—and it shows! \_\_\_\_\_

**APPEARANCE** A director rates a **10** if he or she is consistently well groomed and dresses in good taste (according to local standards) at all times. \_\_\_\_\_

**ENERGY** Being an effective director requires a great deal of energy. A campaign program is demanding and a director should be able to meet all of the requirements of long hours and not show fatigue. A person with a high level of energy affects everyone around them—it is infectious. Grade a **10** if your director seems somehow to have a well-spring and an unlimited reservoir of energy. \_\_\_\_\_

**RESPONSIBILITY** A director should be completely responsible, totally faithful about completing an assignment. Given a job, he or she must carry it through. Score a **10** if you have complete confidence in the director’s commitment of responsibility to the project. \_\_\_\_\_

**ENTHUSIASM** Enthusiasm is important because it is contagious. A director is not a *cheerleader* but he or she is enthusiastic and shows it! And the director is optimistic about the results of the project. \_\_\_\_\_

**INSPIRATION** Grade the director’s ability to motivate others, his or her talent for getting others to do more than they once thought possible. \_\_\_\_\_

**HIGH EXPECTATIONS** A director can only get optimal results and seize the greatest potential possible out of a campaign if their own expectations are high. We want our directors to be always standing on tip-toes and reaching for the stars. Leadership will follow. It starts with the director. The successful director is always setting the bar a little bit higher, and usually manages to have volunteers jump over it. Your director deserves a **10** if he or she consistently and continuously establishes sky-high expectations for themselves and their campaign organization. \_\_\_\_\_

**EMPATHY** A director should understand the goals and objectives of the institution and be able to interpret them in a compelling and convincing manner. \_\_\_\_\_

**IDENTIFICATION** The director is a member of your staff and official family during the duration of the residency. Grade the level of your pride in having him or her identified as a member of your organization. \_\_\_\_\_

**COMMENTS:** *(Use the back of the page for additional comments if you wish.)*

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