

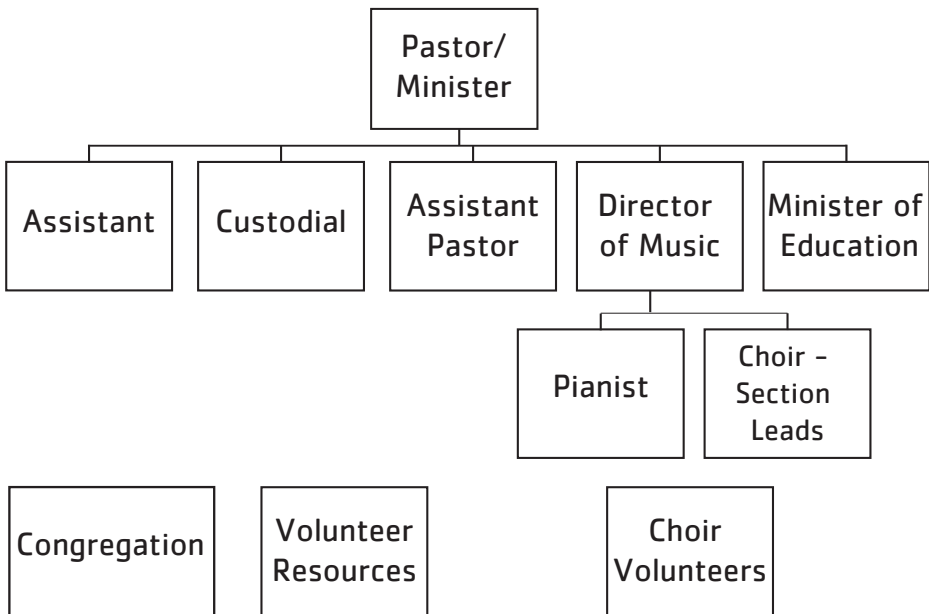
## Additional SATA Examples

---

### Scenario number 9 – Fundraising at a Church

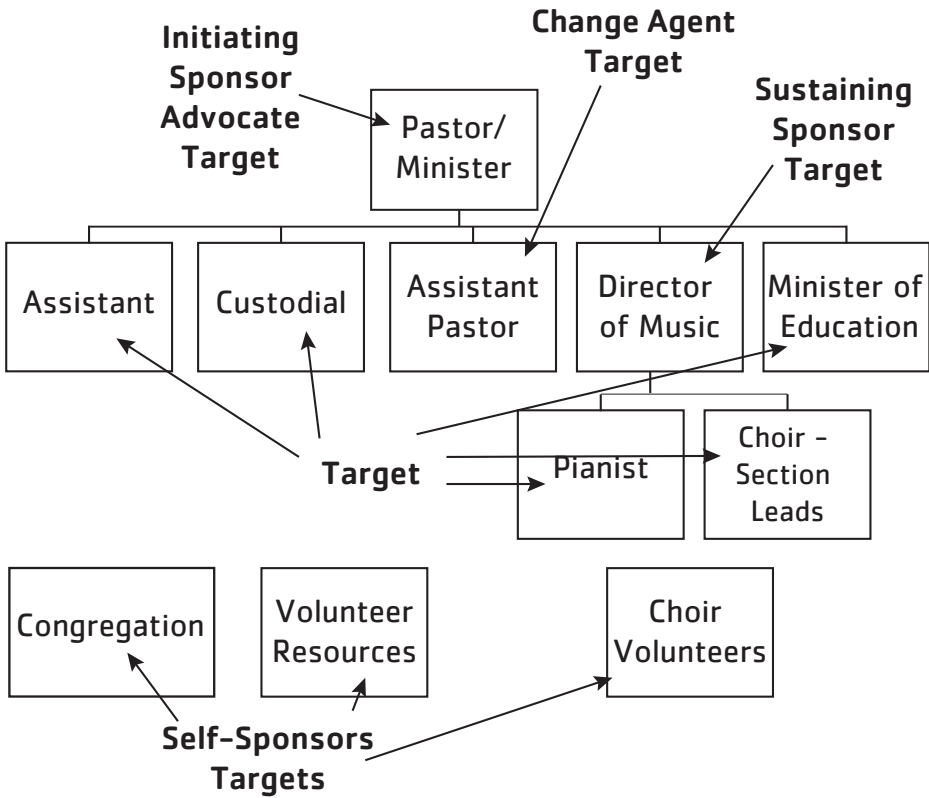
In the final scenario, a pastor wants his church to increase its annual fundraising to provide better services for its parishioners. In order to do it, he has to recruit extra volunteers from the congregation.

**Figure 51: Scenario 9 Fundraising at a Church**



The pastor puts his assistant pastor in charge of this initiative knowing that he must work closely with him in order to achieve his goals. Therefore, who is the Sponsor of the work?

**Figure 52: Scenario 9 SATA Map**



In this scenario, the pastor is the Initiating Sponsor but only of his direct reports. The pastor must also act as a Change Agent and Advocate to help effectively implement the change. The congregation, the volunteer resources, and the choir volunteers are all Self-Sponsors as well as Targets. Once again, a volunteer sponsors him or herself.

*Do not confuse sponsorship here with commitment.* When it comes to churches and many nonprofit volunteer groups, the members often have a deep commitment to their particular faith or to the group's mission.

## **Additional SATA Examples**

---

Do not fool yourself about sponsorship however. They are Sponsors because, by definition, a volunteer can quit any time he or she chooses.

Sponsorship with volunteers is built upon interpersonal, technical, and referent power as well as by personal commitment to the institution or cause. All are critical and important factors. The topic of power was discussed in Chapter 4.