**Bright Spots Interviews**

*Bright Spots Learning* is noticing signs of success that is different from what’s happening in the rest of the organization. You can learn in many ways from interviewing 1-2 people who have been able to cultivate lasting relationships with supporters, make their phone calls to ask for a donation when most others have not. Here are a few questions to consider in your interview.

**First share why you think this person stands out as a bright spot amongst your group. Try to focus on the outcomes, and observable behavior that stands out.** (In the last campaign, you got more responses to your face book posts… several people said they gave because of your call… you were one of a few people who gave us names and email addresses earlier this year, etc). Acknowledge their contribution to fundraising and building relationships for the organization.

***Then get curious…***

* What do you remember about what you actually did to get (the calls done)?
* Did you enjoy this task? What made it easy or difficult?
* What did you have to figure out in order to do this successfully?
* Did you learn some of what you know from someone else?
* Did you read something online?
* Are you more confident about the action/task now or over time? How did that happen?
* What do you remember about our request, and was any of the support we offered actually helpful?
* How do you see getting even better at this task? What would you need from our communication, system, or something else?
* Is this a role you’d like to grow, do more of? What else do you want to learn in this area?

Add anything else that may draw out this person’s awareness of their approach, aptitude, learning that you can incorporate in the future- through training, communication, acknowledgement, etc.