



Ten Basic Rules for Successful Fundraising

1. Strong case for support
 - a. Sense of urgency
 - b. What will the gift accomplish
 - c. Who is it going to help
 - d. Why should a particular donor support this project
 - e. Budget
 - f. Keep it simple!
2. Fundraising is a continuous cycle
 - a. Identification
 - b. Relationship building
 - c. Solicitation
 - d. Stewardship
3. Active listening
An organization's needs are endless. If we can learn the interests of the donor and match it with the needs of our organization, it becomes a win-win.
4. Have the right person ask for the right amount for the right purpose in the right place at the right time.
5. Say thank you
 - a. Prompt and personalized
 - b. Confirm that gifts have been set to work for the purpose intended
 - c. Provide measurable results on gifts at work prior to asking for another
6. Stewardship!
Connect the donor with the Impact, the Significance and the Joy of their gift
7. Do what you say you will do, when you say you will do it.
8. Everyone wants to be a part of a winning team.
9. Leadership is key.
Genuine leadership in any cause is rare, beyond price, and always the nucleus of significant achievement. Strong volunteer leadership in the form of boards and advisory councils—recruit and engage people who are admired and respected by their peers.
10. Donors are people. Treat them with respect and in a way that you would want to be treated.