



My View

Fundraising

I would like to share with you my view of fundraising by presenting a few quotes from fundraising experts which capture my philosophy. Too often, I believe we over focus on how to raise funds from new donors/grantmakers rather than increasing funding from current donors.

"Think of all the time and effort you spend on struggling to find new donors each year. Imagine what could happen if you just started taking care of the donors you already have...the ones you worked so hard to win over the past years. What if you took the top 25 donors of your major special event and developed a program that made them feel special, involving them each in a more personal way in the work of the organization?"

From, California Association of Non-Profits Newsletter

"Focus on existing relationships and building trust with stake holders. Engage donors in other capacities to expand relationships in non financial areas. Communicate what your organization is accomplishing to anchor their support."

From, Fundraising In Troubled Times

"I have become increasingly convinced that developing a relationship with donors is the key to success in fundraising."

From, Professor Levitt, Relationship Fundraising

"Building connections is at the heart of fundraising. People won't give to your organization if they don't feel linked to it. Cultivating connections is perhaps the most important job."

From, Editor, Nonprofit World

Wayne would like to hear your thoughts.

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