

## **Successful Fundraising Tips**

Build long-term, not short-term relationships with donors.

Donors are individuals and important investors, not check-writing machines.

Give donors opportunities for meaningful participation and relationships with the organization.

Have ongoing, regular contact with donors, not once-a-year requests for money.

Solicitations should be supported by clearly-defined strategies and accomplishments.

Giving is emotionally based.

Giving is based on your success and ability to serve, not desperation and neediness.

Successful fundraising is supported by name recognition, community visibility, credible leadership, and notable actions.

Develop donor confidence in the efficient, effective, and ethical use of their dollars.

Give donors the choice to opt-out of your fundraising activities.

