

Fund Raising Module #4

***Things to Remember!!***

The number #1 reason people do not donate to your

organization is that they were not asked.

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Involvement invites investment.

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The Board must role model “giving behavior” for other

prospects and donors to follow.

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All fundraising is local.

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No organization owns a donor.

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No donor gives away his or her last $500 or ($5,000)

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You seldom get more than you ask for.

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Fundraising is about building and maintaining relationships-

it is a marathon, not a sprint.

“People give money to people who support worthy causes”