

Mistakes, Misconceptions and Enduring Principles

Giving and Getting Going Forward

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First . . .

A Look at Fundraising Mistakes,
Misconceptions and Enduring Principles

10 Most Common Fund Raising Mistakes

1. Not having an income picture for your organization that reflects adequate financial support from individuals
2. Worrying about raising dollars and not donors!
3. Failing to work every level of the donor pyramid
4. Failing to plan the work and work the plan
5. Failing to involve the Board in fundraising

10 Most Common Fund Raising Mistakes

6. Not knowing who your donors are
7. Failing to acquire new donors regularly
8. Not recognizing donors in a meaningful, authentic way
9. Never knowing how well you're doing
10. Not asking for the gift

10 Most Common Fund Raising Misconceptions

1. “Nobody wants to give to keep the lights on!”
2. “Who would want to give to **us**?”
3. “The Board expects the staff to do it all!”
4. “We have to take everything anybody wants to give us!”
5. “My Board members give their time; that’s enough.”

10 Most Common Fund Raising Misconceptions

6. “We can’t ask **them**. They’ll say NO!”
7. “Our brochure is good; it’ll do the job for us.”
8. “We can’t ask him **again!**”
9. “All we can do is special events.”
10. “We can’t actually **ask** somebody for money; that’s rude!”

10 Enduring Principles of Giving

1. Fundraising is as critical to your organization as the service you provide.
2. Annual giving is where it all begins.
3. Planning is the key to **all** successful annual giving programs.
4. There is no such thing as a non-fundraising Board.
5. **Someone** has to be in charge of fundraising; **everyone** has to play a role.

10 Enduring Principles of Giving

6. Not everybody gives to everything.
7. You just **gotta** love those donors!
8. Your best prospect is your last donor.
9. Donors ask hard questions; you need to know how effective you are.
10. You don't get money until you ask.