

Twelve Rules for Fundraising

- 1) In fundraising, the biggest problem is not getting people to give; it is getting people to ask.
- 2) Ask for money in as many ways as are appropriate for your organization.
- 3) Programs determine funding, not vice versa.
- 4) People give to strength, not to crisis.
- 5) People give money to people.
- 6) People love to give away money.
- 7) Fundraising must always be viewed from the perspective of the donor, never from the perspective of the applicant.
- 8) Specificity is next to godliness.
- 9) Ninety percent of the money is given by ten percent of the donors.
- 10) Always cultivate current donors as assiduously as potential donors.
- 11) In order to succeed in fundraising, always be opportunistic.
- 12) Always recognize your donors promptly and imaginatively.