Fundraising 101

• Thank, thank, thank, thank, thank, thank, thank...
  o Find seven ways to thank your current donors and they will easily give again.

• Fundraising is based on relationships. The closer the relationship between the prospect and the organization, the more likely (and larger) the gift.
  • If you want money, ask for advice. If you want advice, ask for money. Remember to be quiet and listen. You can "listen" your way to a major gift.

• People give money not to causes, but to people with a cause. Enthusiasm for your cause will take you a long way. Be passionate.

• The first gift is never the largest gift. Make the first gift such a nice experience for your donors that they will quickly give again.
  o Your most likely donor is a donor who has already given in the past. They have already invested in you. Go to them first.

Need more advice or assistance? Call or email Anne Porter:
513-3463 or anne_porter@ncsu.edu
The Process of Creating a Major Gift

(Works for small gifts, too…. and small gifts lead to major gifts!)

THE DONOR CYCLE

CULTIVATE INVOLVE

THANK

THANK

Thank

Again

ASK

FOLLOWUP

ASK

WARM UP

ASK

identify

cultivate

warm up

ask

followup

thank