



117 N. First Street, Suite 70
Ann Arbor, Michigan 48104
www.RichnerRichner.com

Effective Fundraising in Hard Times: Top Ten Truths

1. Fundraising is not evil; your board must embrace it.
2. The CEO must lead the charge for fundraising for donors to follow.
3. Fundraising is not a cure for poor operations; donors support success, not failure.
4. Tell your story, but measure your outcomes, too; support your anecdotes with evaluation.
5. There will never be a perfect time for fundraising; a bad economy is no reason to shelf plans for growth.
6. Make your case on meeting the needs of the community, not the needs of your organization.
7. You don't have to convince the whole world; focus on your top 200 stakeholders every year.
8. Events are for friend raising, not fundraising; plan in advance which event-goers to cultivate, and how.
9. Everyone has a role to play in fundraising, so make it a part of your organizational culture.
10. Relationships, relationships, relationships.