

FRIENDRAISING



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Fundraising: Built on Relationships

A “culture of philanthropy” embraces relationship building

Engaging those that share your beliefs & values

Fundraising: Built on Relationships

Building a Community of Believers



“Culture of Philanthropy”

- Donor-centered: fundraise from a donor’s perspective
- Focused on relationships
- Align your values with the community’s needs
- Promotes attitudes and behavior that integrate philanthropy as a way of doing business, not just “raising money”

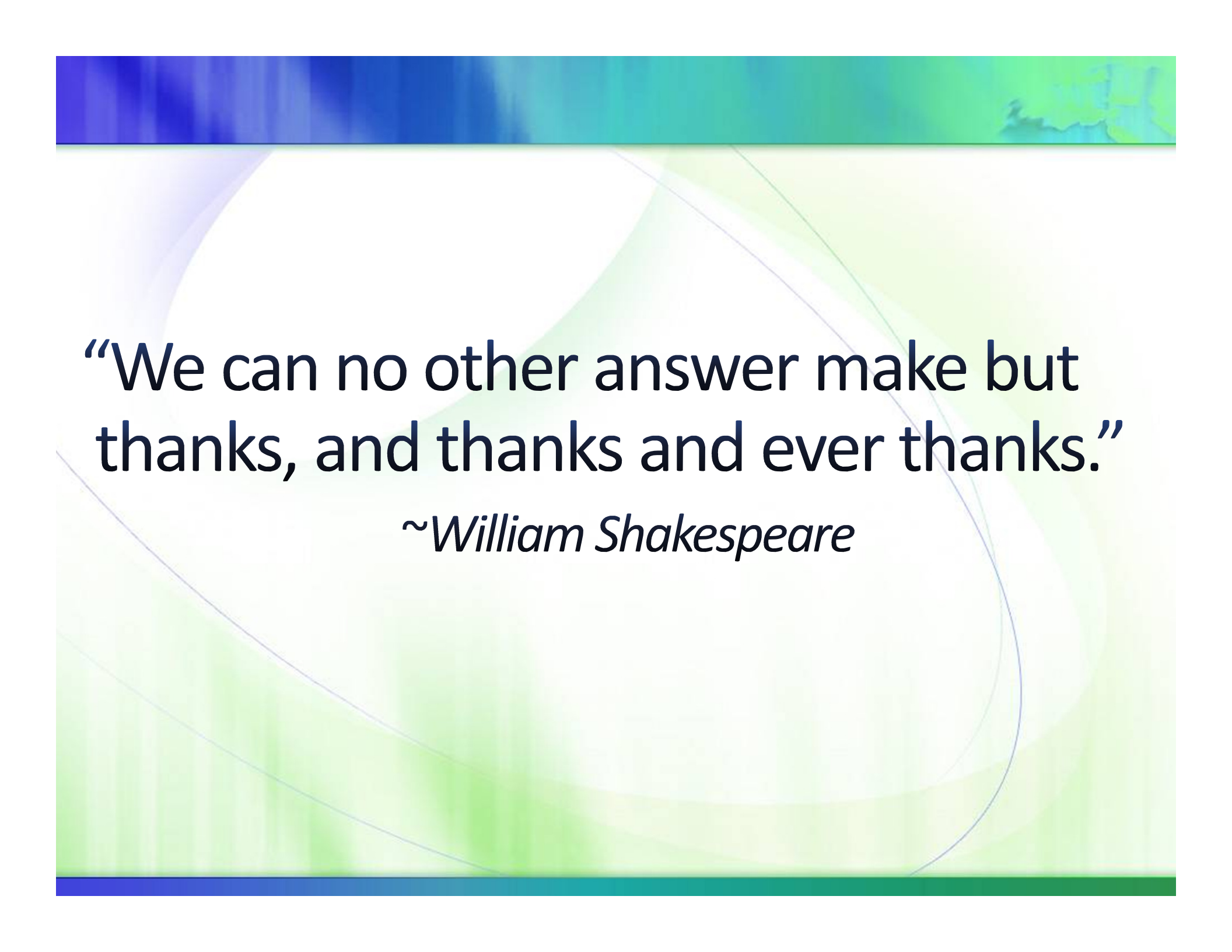
- Fundraising is NOT just the development office’s responsibility!

“Culture of Non-Philanthropy”

- Fundraising is “crisis-driven”
- Fundraising is reactive—chasing the money, not following a plan
- Development activities are seen as “costs” not “investments”
- Donors feel distant—not involved in the organization’s mission
- Fundraising is done by only a few people—not a shared role

“People give to worthwhile programs rather than to needy institutions. The case must catch the eye, warm the heart, and stir the mind.”

~Harold J. Seymour



“We can no other answer make but
thanks, and thanks and ever thanks.”

~William Shakespeare