

THE EIGHT 8 PRINCIPLES

OF SUSTAINABLE FUNDRAISING®

A BRIEF SUMMARY OF THE EIGHT PRINCIPLES OF SUSTAINABLE FUNDRAISING®

1 Donors are the Drivers®

Donors are the Drivers is the foundational principle for all sustainable fundraising. Donors drive philanthropy through their personal values and the visions they share with the organizations they support. They drive philanthropy as individuals provide almost 90% of all philanthropic dollars.

5 Work from the Inside Out™

Seek gifts from your prospective donors and investors by first approaching those that are closest to your organization by relationship and reason to give.

2 Begin at the Beginning™

The starting point for all sustainable fundraising efforts is the formulation of a clear and forceful mission that seeks to better the lives of others. The communication of this mission must be relevant and meaningful to *donors*.

6 Divide & Grow™

Sustainable fundraising programs grow and scale by developing mutually beneficial relationships with all donors and encouraging each of them to mature their giving to their full financial ability.

3 Leadership Leads™

Leading by example is critical for fundraising programs to achieve both sustainability and scale. The leadership of your charitable organization—its governing body and administration—sets the pace for prospective donors by its own commitment of time, talent and *treasure*.

7 Renew & Refresh™

Key to sustainability for a fundraising program is the renewal of current donors. Achieving true fundraising potential is impossible without a high renewal rate. Acquiring new donors keeps the donor pool “refreshed” as donors drop out for a variety of reasons.

4 Learn & Plan™

Before seeking funds from others, learn who your prospective donors are and what *they value*. Make your plans to approach your investors using this knowledge and understanding as your guide in your fundraising.

8 Invest, Integrate & Evaluate™

Sustainable fundraising programs require a consistent and strategic investment in time and resources. Integrating all the components of your organization's fundraising program from a donor's perspective is essential. Continual evaluation and improvement of your fundraising program moves your program to scale.