



LASTING FUNDRAISING SUCCESS

Achieving the lasting fundraising success you're seeking is within your reach. Whether you're big, small, new to fundraising or a thirty-year veteran, it's there. It's waiting for you.

WHAT'S HOLDING YOU BACK?

It's probably not what you imagine.

You may think that your situation is fairly unique—different from other not-for-profits. In some ways you are. But you also share the characteristics of many other organizations. That's good news. You don't need to reinvent the wheel to go to the top of your fundraising game.

Going to the top and staying there is about two things: sustainability and scalability. Keeping your revenue while growing it.

Where are you now?

Your fundraising is in one of four places:

- High Sustaining and High Growth
- High Sustaining but Low Growth
- High Growth but Low Sustaining
- Low Growth and Low Sustaining

What's the path to sustained success? You want sustained revenue while exhibiting high levels of growth.

So, what are the lies you're telling yourself which keep you where you are? How about, "We don't have..

- enough time."
- enough money."
- engaged leadership."
- sufficient experience."

If you believe any one of these, you're merely treading water. The good news is, these are false and irrelevant.

We can rationalize just about anything. Through self-talk and confirmation bias, we convince ourselves of all sorts of falsehoods.

DEBUNKING THE MYTHS

Myth 1: Fundraising Methods Work the Same in All Situations. What works for another organization is equally applicable to yours.

False. Methods are, by definition, situational. What's effective or even appropriate for one organization is likely neither for another.

Myth 2: Philanthropy is a Fixed Resource. There's only so much and it's never enough.

False. The amount of philanthropy available expands or contracts depending on how nonprofits engage potential investors. There is no such thing as flatline competition. This is the lie proclaimed by the false prophets of scarcity.

Myth 3: Fundraising Costs Aren't a Factor

False. The cost to raise a dollar varies dramatically. From a high of over 100% to a low of 14%. That's more than you actually raise for some appeals and only fourteen cents on the dollar for others.

Myth 4: Only the "Big Guys" Can Raise "Big Bucks". It's only the well-heeled that get wealthier.

False. Your ability to grow your fundraising program and reach the top tiers in giving isn't tied to either your budget or available professional expertise.

THE FACTS

Growing Current-Use Cash

When you increase the rate you renew your first-time donors by twenty percent, you DOUBLE current use cash received for the year.

Raising More Than Your Events Produce

When you repurpose the effort you devote to your events applying it to direct asks, you TRIPLE the revenue you were receiving in ONE year.

Making Your Revenue Impervious to Economic Downtowns

Remember the last recession? Sooner or later there'll be another. Avoid the downside by rethinking the conventional "buckets" of fundraising. Instead of "annual", major and "planned" programs per se, create a path for donors to develop stronger emotional ties with you over time. This works for all donors, not just the so-called "major ones."

Achieving Off-the-Chart Permanent Revenue

Not just a one-time spike, but permanent, lasting growth. Consistent right thinking—and acting—will produce permanent revenue increases of 400% and more. And more.

The Real Question Isn't "Whether", It's "How."