

## COMMON MISTAKES IN FUNDRAISING

- Not asking for a gift
- Talking too much
- Listening insufficiently
- Poor eye contact
- Not forming an emotional bond
- Lacking self-confidence
- Not coordinating with the Relationship Manager in Development
- Having an uninspiring vision
- Excessive focus on small donors
- Selling “needs” instead of “solutions”
- Not asking for a specific amount
- Not writing up detailed notes after the meeting
- Not thanking the donor enough
- Poor post-gift stewardship