SMART FUNDRAISING BEHAVIORS

• Coordinate everything with Development
• Compose a compelling case with passion and stories
• Learn how to actively listen
• Understand that donors give to people they trust and respect
• Have high vitality and enthusiasm
• Make the donor feel special
• Focus on the biggest donors
• Sell solutions and not needs
• Have the courage to make an ask
• Always ask for a specific amount
• Pause after the ask
• Calm the donor’s post-gift anxiety
• Find many different ways to say thank you
• The best cultivation is a good giving experience
• Superb post-giving stewardship is essential