

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