Twelve Rules for Fundraising

1) In fundraising, the biggest problem is not getting people to give; it is getting people to ask.
2) Ask for money in as many ways as are appropriate for your organization.
3) Programs determine funding, not vice versa.
4) People give to strength, not to crisis.
5) People give money to people.
6) People love to give away money.
7) Fundraising must always be viewed from the perspective of the donor, never from the perspective of the applicant.
8) Specificity is next to godliness.
9) Ninety percent of the money is given by ten percent of the donors.
10) Always cultivate current donors as assiduously as potential donors.
11) In order to succeed in fundraising, always be opportunistic.
12) Always recognize your donors promptly and imaginatively.