

## A Donor-Centric Fundraising Perspective

I've seen many non-profit organizations present their fundraising needs strictly from an institutional perspective. What **they** need to accomplish **their** mission. Funds needed to finance **their** programs and **their** operating budget. The most successful fundraising I have seen and encouraged focuses on the donor; not on the organization. The donor regarded as central in institutional thinking and planning for fundraising.

For example, here is a statement non-profits should consider incorporating into their day-to-day thinking and planning about fundraising.

*The formulation of our fundraising strategies, programs and activities is continually guided by consideration of the donor.*

- **Community/Cause Investment versus Organizational Prerogatives:** articulating the rationale for meeting a financial need as a donor investment in the community or cause rather than as an organizational prerogative.
- **Donor Acknowledgement:** ensuring the donor is appropriately acknowledged and recognized for gift support at all levels and intentions.
- **Donor Stewardship:** encouraging the donor's ongoing involvement and support with evidence that both prior as well as future gifts are wisely utilized.

### **What's Your Organization's Fundraising Philosophy?**