

## **10 Laws of Fundraising**

Technology may have opened grand new horizons for fundraising programs, but there's much to be said for the time-proven wisdom of years past, including the following 10 laws (bold face, Richardson; plain face, Generous Matters).

**Law #1: No group of individuals is waiting to give (also known as the Law of the Nonexistent They).** We've got to be out there, beating the bushes, taking the message to prospective donors.

**Law #2: Fundraising is a conversation between funded and funder.**

It's our job to keep the conversation going.

**Law #3: Effective fundraising is a result of telling your story.** And then telling it again, again, and again.

**Law #4: People give to people.** If lives aren't being changed, not much else matters.

**Law #5: Someone must ask for money.** We'd like to think our good work speaks for itself, but apparently not in language that most folks understand.

**Law #6: An organization cannot thank a donor enough.** 70 x 70 may be a bit much, but once is definitely not sufficient.

**Law #7: Seek investments, not gifts.** Look for donors who actually expect change as a result of their giving, and then let them see the results.

**Law #8: Donors are developed, not born.** A first gift does not a donor make. Casual giver to committed donor is a slow, evolution of heart and mind.

**Law #9: Fundraising out of desperation is futile.** Inviting folks to throw good money after bad results and careless planning (the usual roots of organizational desperation) isn't a compelling case for support.

**Law #10: In the best of circumstances, people will do what they please (also known as the Law of Uncertainty).** In other words, you can lead a horse to water, but you can't make it drink (Or give). To borrow another old adage, don't count your chickens before they hatch.