

An Alternative View of Fundraising

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- Giving is at the core of being human.
- Giving is an act of passion and an expression of our values.
- More people would give if they could find a cause that "fit" them and if the experience was good.
- Philanthropy must be taught – it is not genetic, we learn it by seeing it, doing it, and thinking about it.
- “Asking” someone to donate to a cause that fits their values is noble and empowering.
- You can never thank enough.
- Fundraisers are the broker of dreams. They work with game changers, not donors (*credit to Sissy Bouchard of Seattle for these terms*).
- Philanthropy is "not born of wealth, but of generosity" (*credit Peter Drury of Make-a-Wish Foundation for this wisdom*)
- Nonprofits are the catalysts of change. Behind every major social movement, you will find a nonprofit organization.
- Fundraising is not just a necessary evil — or something to tolerate to enable your “real work.” Done right, it is how you turn your mission into a movement!

Everyone courageous enough to work for a movement they believe in
is a super hero!