

## Keys to Successful Campaigns: The Right Attitude

To succeed as a volunteer within a campaign, you must maintain a relentlessly upbeat attitude. Once you start thinking a campaign will fail, it will.

### **Key attitude #1: *Giving is joyful***

It's easy to fall into the idea that giving is an imposition – something people do against their will and resent. But you know that isn't true. People give because it expresses their deepest values and desires. Giving results in a joyful and satisfied feeling by the giver.

### **Key Attitude #2: *Fundraising is an ethical and admirable enterprise***

Somehow, although we gladly give money, we fear that asking for money is unethical. We think of boiler room operations and the dinner-time phone calls...however, if you ask the right way, you will never, ever have to compromise your personal ethics.

### **Key Attitude #3: *People who raise money are the luckiest people in the world***

Many people think that asking for contributions will lose them friends or alienate them from their community. Fortunately, reality doesn't bear out those fears. *Men and women who raise money for community priorities become heroes, setting themselves apart as fearless, selfless, and brave. They do something wonderful – they create better communities.*

### **Key Attitude #4: *You're not asking for yourself***

When you're part of a campaign, it is too easy to equate what you're doing with begging. In fact, you are serving only as a conduit for the organization, not acting out of self-interest.

### **Key Attitude #5: *No one will do something unless they want to***

People in today's world are sophisticated about charitable giving and their own personal priorities. They won't give to something they don't believe in and they will never give more than they can afford. You are serving as a matchmaker; establishing a connection between your friend and a case he/she might find joy in supporting. Your friend has free will and you will not lead him or her astray. *On the other hand, they can't give if they're not asked.*

### **Key Attitude #6: *The campaign is going to succeed***

If you can focus on your feeling of accomplishment at the campaign's completion and imagine the satisfaction you'll feel at having played a role in the project's success, you will do better than if you focus on failure. Communities band together to follow the initiative of those brave enough to lead. You provide the magic ingredient of leadership that creates a catalytic effect on others.

*Excerpted from: Capital Campaigns: A Guide for Board Members and Others Who Aren't Professional Fundraisers But Who Will Be the Heroes Who Create a Better Community by Stuart R. Grover, Ph.D., Chairman Emeritus, The Collins Group, © 2006*