



# 10 TIPS FOR BEING A GOOD FUNDRAISER

FROM THE FAITH INITIATIVE OF THE POINTS OF LIGHT FOUNDATION  
TIP SERIES #: FND10

*Many people in the non-profit world tend to want to avoid fundraising, perhaps out of embarrassment, a sense of inadequacy, or fear of failure. There are no magic formulas in fundraising. It is, however, an inevitable part of the efforts of a non-profit. Becoming familiar with the fundamentals of fundraising and getting some practice at it are two steps that bring success. These ten basic tips can be useful in the necessary task of garnering funds for your organization.*

## **10 FUNDRAISING TIPS**

**These are just some things to consider:**

- Ask for a gift—don't wait.  
Another will ask if you don't.
- Look professional and act professionally.
- Be accountable for yourself and for your nonprofit.
- Be honest, and listen to your heart, because it is usually more honest than your mind.
- Speak with conviction for your cause.
- If you cannot speak with conviction and confidence, recruit someone who can.
- A prospect is simply a donor without motivation.  
You provide the motivation.
- A donor is a fundraiser who has yet to share their conviction with a friend. Ask them to.
- A good fundraiser, then, is a friendly motivator.  
It's that simple.
- A successful fundraiser has thick skin, a soft heart, exceptional hearing, a quick mind, a slow tongue and no shame—at least when it comes to asking for a gift.

Adapted, with thanks, from [www.hopeco.com/fundraising\\_letter.htm](http://www.hopeco.com/fundraising_letter.htm).  
Written by Robert DeMartinis—Contact at: [nonprofit.guide@about.com](mailto:nonprofit.guide@about.com).

Series Editor: Katherine Andrews • This Tip Sheet is a service of the Points of Light Foundation's Faith Initiative ©2004. For more information, contact: [faith@pointsoflight.org](mailto:faith@pointsoflight.org).