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Nine Guiding Principles for Successful Fundraising

What best practices are at the heart of virtually all highly successful fundraising efforts?

In two videos of less than an hour each, this question is examined through the eyes of two consultants who have first-hand experience working with or along-side the fundraising programs at more than 100 non-profits ranging in size from large universities (such as The University of Michigan and Yale) to small non-profits with no development staff. Presented by Henry Freeman and Joan Baumgartner Brown, these sessions present and explore nine principles found over and over again to be at the heart of their client's best work and practices.



Who is Henry Freeman? (link to www.HFreemanAssociates.com)

50 Practical Tips for Successful Fundraising

Over 4.5 hours of practical advice and specific steps that will enhance your ability to raise funds and meet your fundraising goals.

Part One: Relationship Building (The Heart of Fundraising) 18 short videos (3-10 minutes each) designed to enhance your effectiveness in building and cultivating relationships with donors and prospects.

Order Henry Freeman's Videos at www.CharitableAdvisors.com – Nonprofit Shop

- 1- Small Windows into Life: How We Experience the World Around Us
- 2- The Fundraiser as Guest
- 3- Heart vs. Head Fund-Raising
- 4- Signs of a Donor's Emotional Connectedness to Your Organization
- 5- When "No" is Actually "I Don't Want to Talk About it."
- 6- Setting Aside Emotional Space (and Time) for the Older Donor
- 7- Making Space for Wealthy (and Well-Known) People at Your Table
- 8- What is "A Lot of Money"?
- 9- When Raising More Money is Easier Than Raising Less
- 10- The Power of the Statement: "What You Just Said Could Really Be Helpful"
- 11- Opening the Door for a Future Visit
- 12- Making People Comfortable During a First Visit
- 13- Looking Beyond The Next Gift.
- 14- Your Role As the "Fourth Partner"
- 15- Letting the Donor "Lead You" to What is Important and What is Not
- 16- The Ask as an Act of "Confident Vulnerability"
- 17- The Float: The Ask as Inquiry
- 18- Listening: What is Too Much... And What is Too Little?

Part Two: Practical Strategies and Applications (The Science of Fundraising) 32 short videos (3-9 minutes each) presenting concrete steps that will strengthen your development skills and fundraising program.

- 19- The Top-Down Principle: The Key to Organizing Your Office, Your Time, and Your Work.
- 20- Internal vs. External Language and Communication
- 21- The Importance of "Organizational Hum"
- 22- Uncovering the Nuggets; Seeding the Field
- 23- Moving Beyond Donor Cultivation
- 24- The Solicitation Ladder
- 25- Determining What is - or Should Be - a Major Gift for Your Organization
- 26- Donor Acquisition: Some Hard Realities
- 27- Determining Gift Capability

- 28- The Donor Pie Chart: A Practical and Cost Efficient Way to Increase Your Numbers
- 29- How Much Time Should I Spend “Out of the Office”?
- 30- Who Are Your Best Planned Gift Prospects?
- 31- Special Event Fundraising: The Questions Often Not Asked.
- 32- When the Tail Wags the Dog
- 33- The “Rubber Band Test”: Avoiding Organization Drift
- 34- Which Way is the Train Headed?
- 35- Turning Over the Bottle Caps: Finding (and Sorting) Your Major Donor Prospects
- 36- The Importance of Institutional Memory.
- 37- Making “Space Available” for the Unexpected Large Gift
- 38- Triangling Important Relationships
- 39- Tipping Point People Within Your Constituency.
- 40- Tracking Gift Income: A practical (and Highly Useful) Development Office Report
- 41- Keeping the Ask Simple.
- 42- The 80/20 Rule
- 43- Evaluating Staff Performance: Pitfalls to Avoid.
- 44- Building an “Updraft” As You Near Your Campaign Goal
- 45- The Team Visit: Who Does What and Who Sits Where?
- 46- Bequests: The Centerpiece of an Effective Planned Gift Program
- 47- The Challenges of a “Group Ask”
- 48- The Solicitation Safety Net
- 49- The Impromptu Thank You Call (Following a Gift)
- 50- The Impromptu Phone Call (No Special Occasion)