

# Strategies for Success

Smart fundraising ideas from Hartsook

## Stop Talking About Money



Too many times, those involved in fundraising talk to prospects about money as if raising money is the goal. While fundraising is about money, it is always about something much greater.

First, engage potential donors whose interests, desires and values align with your organization's mission. If you do, you will raise more money. A lot more money. Consider these tips.

### No one wants to give money away

Many years ago, Bob Hartsook learned the key to fundraising success—and built a leading international fundraising consulting firm based on this simple philosophy: Nobody wants to give money away. But they do want to change lives. So from the beginning of the conversation to the gift appreciation and recognition, demonstrate how you change lives.

### Money equals mission

You need money to accomplish your organization's mission, goals and vision. Tie everything, everyone and all activity in your organization—now and later—to your mission. Talk about how more money will make your organization better and more effective, and how lives will be better when your goals are accomplished.

### Success breeds success

Celebrate fundraising success loudly and proudly. Show and share when you've met your goals, but make sure you are not just talking about money. Tie the financial support to the improvement of lives. When you communicate your success, often it tells your donors and prospects their money makes a difference and the mission is being accomplished.

Money is not a taboo subject, but it is often the wrong subject. At the right time, you will ask for a specific amount, talk about your organization's fundraising goals, announce gifts and share the impact of philanthropy. But money is not the goal, it is the means. The most important "M" word in fundraising is "mission."

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