

The Top Ten Fundamentals of Fundraising

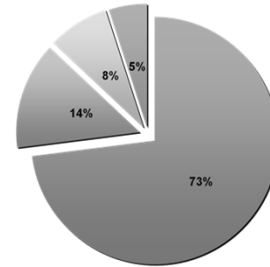
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Fund Development

Hospice leaders and managers should develop skills for successful fundraising and endowment development

Who Gives?



How Much Do They Give?

Over **\$300 Billion**
Per Year

Where Do They Give?

Religion	32%
Education	13%
Human Services	12%
Gifts to Foundations	9%
Health	8%
International Affairs	8%
Public-Society Benefit	7%
Arts, Culture and Humanities	4%
Environment and Animals	3%
Unallocated	3%

Top 5 Reasons Why People Give

- They were asked!
 - To give back to society by making the world a better place.
 - A belief that those with more should help those with less.
 - To bring about a desired impact or result.
 - To meet critical needs.
- Center for Philanthropy University of Indiana

The Golden Rule of Fundraising

IF YOU DO NOT ASK...
THEY WILL NOT GIVE!

DONORS WILL NOT GIVE **JUST** BECAUSE OF NEED

FUNDRAISING IS A **PROFESSIONAL ACTIVITY**
BEST DONE BY **TRAINED PROFESSIONALS**

**HOPE IS NOT A
STRATEGY**

ASKING FOR TOO MUCH IS
BETTER
THAN ASKING OR TOO
LITTLE

IF YOU THINK YOU
CAN RAISE MONEY
OR THINK YOU
CANNOT RAISE MONEY
YOU ARE
CORRECT

**DONORS CARE ABOUT
WHAT YOU DO WITH
THEIR GIFTS**

**SUCCESSFUL
FUNDRAISING TAKES
HARD WORK**

THINK **BIG** BUT
BE REALISTIC

A Few Additional Thoughts...

- Fundraising is a long term strategy.
- It is OK to say no to a gift.
- Give donors regular feedback.
- Know the financial planners in your area.
- Match your asks to donor interest.
- There is a synergistic effect with fundraising.

- Develop relationships before asking for money.
- Place a call to action to give on your front web page.
- Fundraising is a competitive activity.
- Large donations come from the head and the heart. Pay attention to both.
- Most people with resources have them because they are smart. Make sure your requests make sense and are well thought out.

IF YOU DON'T ASK THEY WILL NOT GIVE!

QUESTIONS?

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