Fundraising from the Heart

Fundraisers don't succeed due to knowledge alone. Some fundraisers have a lot of information, but lack results. Others may see great results, even if they are new to the sector. What successful fundraisers have on their side is genuine commitment to the mission and to growing philanthropy.

Valuing a nonprofit's mission is essential to connecting with donors. Without heart, donors will notice a fundraiser's lack of enthusiasm. Follow these steps to help recharge your drive for fundraising:

Revisit your past
Remember why you decided to get into the business in the first place. What made you excited about nonprofit fundraising? What big dreams did you have? In what ways did you set out to change the world? Get a little nostalgic and apply your answers to current projects.

Rekindle your purpose
What is your organization's mission? Seriously … what is your nonprofit's mission statement? Can you recall it by memory? Take time to remind yourself of the cause for which you are now raising money. If you feel your drive and motivation has been waning, do something to rekindle that spark. Go visit the frontline programs. Ask staff for new success stories. Get your hands dirty.

Realize your potential
What are the skills that make you unique as a fundraiser? What seems to come naturally to you? Spend some time examining your background and special abilities. What are those gifts and talents you bring to fundraising that really impact others. Now, consider how you can utilize and leverage those skills to make an even greater difference.

Be willing to step out of your comfort zone and try something new. Consider creative ways to get and stay inspired. Take a class. Attend a workshop. Read a book. Revisit your past, rekindle your purpose and realize your potential. Then, out of a renewed sense of commitment, go raise more money for the mission.

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