



# Strategies for Success

Smart fundraising ideas from Hartsook

## Never Give Up



One thing nonprofits can count on is that their campaigns will not go as planned. One client, who was expecting a multi-million-dollar gift that never materialized, was a great example of why it is never good to lose heart or give up hope, even in the face of disappointment.

Here's what to do when the gift you have been counting on falls through:

### **Don't let disappointment turn into resentment.**

Don't let an entitlement mentality slip into your fundraising. Remember, the money was never yours. It was always the donor's money to give or to keep. You didn't lose anything. The mission is still important. There are still many prospects to identify, cultivate and solicit for gifts. Quickly turn your attention to the next task at hand.

### **Never give up on the donor who "got away."**

Rather than taking one minute to nurse her disappointment, the nonprofit staff member made a concerted effort to keep the lost donor in the loop. She continued to cultivate the relationship as if nothing out of the ordinary had happened. She did this without an expectation of the donor coming back around, but there was no reason to burn any bridges.

### **Use setbacks as an emotional springboard, not quick sand.**

By continuing to work the plan, cultivate donor relationships and solicit gifts, the campaign gained momentum. Eventually, the potential donor had a change of heart and came back around with a gift. And since they had doubled-down on fundraising after the big gift hadn't materialized, the campaign ended up ahead of expectations once the one who "got away" came back with a gift.

This organization leveraged a setback to raise more money than if the multi-million-dollar gift had materialized on the front end. Too often, we allow discouragement to knock us back rather than to launch us forward. Bottom line: Never give up. Never.

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