



# Strategies for Success

Smart fundraising ideas from Hartsook

## Take Responsibility



Impacting change through your nonprofit is a daunting task. There is so much to do, and so many lives are affected. Where do we start?

As nonprofit staff or volunteer fundraisers, it is our responsibility to connect those who can make a difference with opportunities to do just that.

Here are a few tips to get started, so you can make change happen through extraordinary philanthropic gifts:

### Listen

Start with listening to what the prospect cares about. Maybe they already know what they are hoping to achieve. What are the changes they passionately seek to make? How do those passions align with the mission of the organization you serve? It is your job to listen for the opportunity and make those connections.

### Cultivate

Once the dream is understood (both by you and the prospect), build the relationship before you ask for a gift. Think creatively. Could the prospect's involvement with the organization advance the goals each of you have in mind? One of the best ways to build the relationship around the mission is to show the impact of giving through a unique plan to present programs, photos or videos, and other "hands on" demonstrations.

### Ask for the gift

A request for support of any kind requires strategic planning and a genuine understanding of how your prospect's gift will align with their interests and the organization's mission. Once you have made a strong connection between the two, it is time to ask for a gift that reflects their ability to give and their interest in doing so.

Because lives are changed when donors give with a targeted purpose to advance the organization's mission, fundraisers cannot afford to wait for donors to come to them. It is imperative that donors are sought out, identified and pursued. Never wait for someone else to take responsibility for the life-changing gift you should be cultivating right now.

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