

The 8 proven principles of effective fundraising

1. Personal Face-to-Face Solicitation is Most Efficient and Effective Form of Fundraising
2. **100%** Board Participation is Essential
3. Each Prospect Should be Asked to **CONSIDER** Giving a Specific Amount
4. The "Case for Support" Must be Presented Clearly and Concisely
5. Donor Recognition and Stewardship are Important Parts of the Fundraising Process
6. Volunteers are Effective if Properly Trained, Supported and **THANKED**
7. Challenge Gifts are Effective in Both Raising Donor Sights and Empowering Volunteer Solicitors
8. **INDIVIDUAL** Donors are the Greatest Source of Funds