

Fifteen Fatal Fundraising Faux Pas

- 1) Thinking that “Dear friend, please help” is fundraising.
- 2) Doing uninteresting / expensive / under-attended events.
- 3) “Please be on my Board. You won’t have to do anything.”
- 4) Thanking donors in a sloppy fashion or as an afterthought.
- 5) Believing “We don’t know ANYONE with money.”
- 6) Waiting for the perfect strategy before getting serious about asking for money.
- 7) Relying on grants.
- 8) Tip-toeing around how much people (especially Board members) give.
- 9) Identifying any group(s) of people who “cannot give anything”: certain Board members, staff, volunteers, clients, etc.
- 10) Fear / mistrust of donors / people with money.
- 11) Keeping the staff ignorant of how fundraising works and how important it is.
- 12) Leaving fundraising as the last item on the Board’s meeting agenda.
- 13) Neglecting fundraising training.
- 14) Being too busy surviving to engage in fundraising evaluation and planning.
- 15) Thinking that fundraising is the job of the Director of Development.