



## **Donor-Centric Principles We Need To Adopt Now...**

### **From the Organization's Perspective**

1. Donors are essential to the success of our mission.
2. Donors are more important than donations. Gifts are not “cash transactions.” Donors are not merely a bunch of interchangeable, easily replaceable credit cards, checkbooks and wallets
3. No one “owes” us a gift just because we think our mission is worthy.
4. Every person who chooses to become our donor has enormous potential to assist our mission.
5. Every first gift is an opportunity to engage a donor, introducing them to an entirely new world through participation in our cause.
6. Properly nurtured small gifts over time often grow into large gifts.

### **From the Donor's Perspective**

1. Donors want to have faith in us and it's our fault if they don't.
2. Donors want to make a difference in the world. Our mission is one of many means to that end.
3. Donors are investors who expect a return on their investment or they'll invest somewhere else.
4. Donor's trust is earned by reporting on our accomplishments and efficiency.
5. A donor's gift fulfills their emotional needs as much as it serves our organization's financial needs.
6. Donors feel good when they help make the world a better place.
7. Every donor has their own definition of a “major” gift.
8. Donors want to hear that they are valued by our organization.

### **Regarding Stewardship and Communication**

1. Donor potential is wasted when donors are not promptly and properly thanked.
2. Donor retention begins with a well-planned donor-centric communications program that starts with a welcome and a thank you.
3. Acquiring first-time donors is easy but keeping them is hard.
4. Many first-time gifts are no more than “impulse purchases” or “first dates.”
5. We are willing to work harder for the second gift than we did for the first.
6. Asking a donor why she or he gave a first gift to us will likely lead to an amazingly revealing conversation.
7. Developing a program to build a relationship with each donor is how our organization can tap their enormous potential.
8. The prime goal of fundraising communications is to satisfy basic human needs such as our donor's need to feel important and worthwhile.