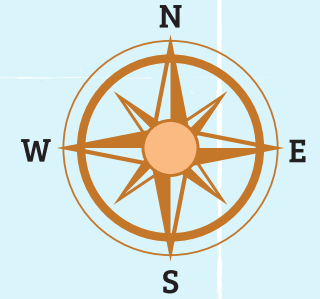
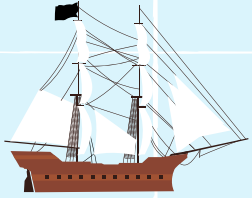


# YOUR MAP TO THE HIDDEN TREASURE OF FUNDRAISING

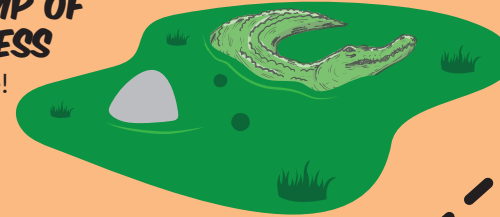


## START: FOCUS ON YOUR DONORS

When you keep your eyes on your donors, you'll always be heading in the right direction in fundraising.

## THE SWAMP OF BUSY-NESS

Beware!



## REMEMBER: WEAR YOUR "INVEST IN FUNDRAISING" PROTECTIVE GEAR

Fundraising is an investment! When you keep that in mind, you are going to keep making progress.



## THE CROSSROADS OF SMART SPENDING

Choose well!



## THE FOREST OF DISTRACTIONS

Keep your head

## GOAL: THE ULTIMATE FUNDRAISING TRINITY

This is where the treasure lies! All fundraising activities should be ultimately aimed at moving donors into one (or more) of these categories:

1. Monthly giving
2. Major/mid-value giving
3. Bequest giving



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# YOUR MAP TO THE HIDDEN TREASURE OF FUNDRAISING

## 1. FOCUS ON YOUR DONORS



When you keep your eyes on your donors, you'll always be heading in the right direction in fundraising. This means:

- Talk about the donor and what they can do -- not about how amazing your organization and programs are.
- Remember that your donors see you as their tool for accomplishing their personal mission.
- Donors love to donate. Don't be afraid to ask!

## 2. WEAR YOUR "INVEST IN FUNDRAISING" PROTECTIVE GEAR



Fundraising is an investment! When you keep that in mind, you are going to keep making progress. This means:

- You have to spend money to make money. Don't make massive cuts that will stunt your ability to raise funds.
- But watch your spending! Make sure everything you spend is moving your program forward.
- Pay close attention to the cost of YOU (and other people). People's time looks like it's "free" -- but it's not! Remember the "1 Day = 1%" formula.

## 3. THE ULTIMATE FUNDRAISING TRINITY



This is where the treasure lies! All fundraising activities should be ultimately aimed at moving donors into one (or more) of these categories:

1. Monthly giving
2. Major/mid-value giving
3. Bequest giving

While not all donors will move into these, this is where the real revenue lies. If a fundraising activity doesn't have a clear path into at least one of these, it is not a good path!

## DECISIONS TO MAKE ALONG THE WAY...

### THE SWAMP OF BUSY-NESS

You can easily spend all your time "putting out fires" -- activities that cry out to be done right now ... but don't make much difference in the long run. Be absolutely strict with your time to keep your days from being swallowed up by "fires." Spend as much of your time as possible on your most important job.

### THE CROSSROADS OF SMART SPENDING

Remember, fundraising is an investment strategy. Invest wisely in building relationships with donors to increase their donations. Or activities that will get new donors, making a NET profit over the long term!

### THE FOREST OF DISTRACTIONS

There are a lot of ways to fundraise. And lots of great, new flashy ideas. But there is a solid body of knowledge. Focus on what is known to work first.