

Evaluate Your Current Fundraising Culture

If your nonprofit wants to change the world, you can only accomplish this by doing something that no one else is willing and capable of doing. That means that it's your job alone to get this done, and only you can do it. Otherwise, why fundraise?

Let's take some time to evaluate your nonprofit's existing fundraising culture.

What's the one thing that your nonprofit can do that no one else CAN or WILL? What makes you different and irreplaceable?

Too many nonprofits try to reach EVERYONE instead of speaking to a specific tribe or group of people who identifies with your cause. Who is your tribe or your true fans? Who are the people who will care so much that it becomes part of their identity?

Hint: Push yourself here. What do they care about? Who are they? What kind of words do they use? What experiences did they have in their lives that make them passionate about this cause? Be detailed.

What are the tactics or magic bullets that you focus on instead of being remarkable, creating true fans and connecting deeply with your constituents (aka, modern-day fundraising)?

Hint: Finish this statement: "We'd be more successful as a nonprofit if only..." Look beyond your first reaction. If your magic bullet is, "We'd be more successful if we only raised more money," why can't you raise more money?

What's one way your non-development team members can better contribute to fundraising TODAY?

Hint: You are already fundraising every day. Think of ways you can be more intentional about the fundraising messages you are communicating. Be specific.