



TEN MOST IMPORTANT THINGS THAT PHILANTHROPY OFFICERS SHOULD

KEEP IN MIND IN DEALING WITH DONORS

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1. COMPLETE AND THOROUGH KNOWLEDGE OF YOUR POTENTIAL DONORS.
 - WHAT DO THEY LIKE, DISLIKE?
2. IN ALMOST EVERY BUSINESS, 80% OF YOUR REVENUES COME FROM 20% OF YOUR CUSTOMERS. KEEP INTENSE FOCUS ON THOSE 20% OF YOUR DONORS, EVEN AFTER THEY HAVE GIVEN YOUR SCHOOL MONEY.
3. IN FACT, THOSE EARLY AND LARGE GIVERS ARE ALL THE MORE LIKELY TO CONTINUE TO GIVE TO YOUR SCHOOL IN THE FUTURE.
4. MAKE SURE YOUR SOLICITORS ARE WELL SUITED AND WELL-TRAINED TO MAKE THE ASK.
5. KEEP ACCURATE, UP-TO-DATE INFORMATION ABOUT DONORS BEFORE AND ESPECIALLY **AFTER** THEY HAVE GIVEN.
6. A WARM, ENTHUSIASTIC AND WELL-CRAFTED THANK YOU NOTE CAN HAVE ENORMOUS IMPACT.
7. FOLLOW UP WITH ALL DONORS (REAL AND POTENTIAL) WITH EVENT INVITATIONS, INFORMATION, POSITIVE NEWS AND THE LIKE.

8. DON'T BE AFRAID TO ASK FOR A **LARGE** AMOUNT OF MONEY. THE TRUTH IS, THE WORST THAT CAN HAPPEN IS THAT THEY SAY "NO!"
9. HAVE A PLAN, A VISION, A MISSION STATEMENT OR PROFOUND REASON **WHY** YOUR INSTITUTION NEEDS PHILANTHROPY.
10. PRACTICE GOOD STEWARDSHIP!

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