

What I learned from TTG campaigns

Talking points

- Focus on face to face and voice to voice contacts
- Do not have to spend a lot of money to raise a lot of money
- Present vision as way to communicate need
- Big vision inspires big gifts
- Gasp method – not afraid to ask
- Listen to the donors and honor their wishes. They will tell you when, what, and how much.
- Do not take no from a person who cannot give you a yes.
- Relationship driven fundraising trumps event driven fundraising
- Practice the 4 C's
- Practice the 6 R's
- Answer the 4 Whys
 - Why us? Why this? Why now? Why me?
- Don't confuse activity with achievement
- Communicate often with each other
- Silently encourage good biblical stewardship

- Practice Max DePree's famous leadership statement
 - We define reality for our donors
 - We say thank you
 - We serve them
 - We are their debtors