



Five Things to Focus on for Success in Fundraising

While doing trainings in California, Atlanta, and Tennessee and coaching executive directors, people have been asking for strategic direction for their work. Within this context, I have prepared a list of five areas to focus on to build or re-build an organization for the long term with sustained revenues and a culture of giving.

As we strive to achieve long term sustainability, consider focusing on these qualities in your organization's work;

- 1. Deepen relationships** –personalize and extend yourself with current and new donor and grantee partners; listen and acknowledge where people are at with their process in the ‘new climate’ while educating them with stories, facts, and content that is relevant to the work of women’s funds.
- 2. Build a culture of philanthropy** – introduce conversations around money and assets within your own fund and its grantees; discuss what legacy means to people; engage donors in a public setting to speak in a salon format about what giving means to them; institutionalize practices of celebrating gifts received with creative ways of acknowledgement.
- 3. Promote your use of best business practices** – review charitynavigator.com and guidestar.com best practices for ratios and expenses and showcase your funds’ work in these areas; educate donors about program and management cost ratios; discuss your models of business/grant evaluation as well as the growing trend of investing in capacity and operating.
- 4. Be transparent and authentic** - showcase your staff’s efforts, celebrate with them and listen to their concerns; be open with your leadership and investors about your questions and planning; ask for the advice of people outside your field who can offer insight into a new business practice.
- 5. Showcase your passion and vision** - stay positive and informed; read grantee letters out loud at meetings; extend yourself to other women’s fund colleagues to hear their successes; register for a webinar or training to be in a learning, growth environment; be a leader that an investor will ‘bet on’ and a Board peer respects.

Tuti B. Scott is the President of Imagine Philanthropy, an international consulting firm that supports funders in effective giving and guides organizations and nonprofit leaders seeking to enhance and energize their work.

www.ImaginePhilanthropy.com

tuti@imaginephilanthropy.com

516.380-0923