

What We Believe

Fundraising:

**Mostly
Common
Sense**

- *Taking Donors Seriously*[®] is the key. But many, even fund raisers, take fund raising seriously.
- We are committed to taking every donor seriously whether he or she gives \$10 a year or \$10,000 and whether we have 50 donors or 5,000.
- Some nonprofits make events their fund raising "locomotive," when realistically they are better and more effective as a "caboose."
- The #1 question we should be asking ourselves is "who in our donor base owns his or her own business?"
- There are 5 non-negotiables in fund raising: 1. Case, 2. Leadership, 3. Prospects, 4. Strategy, 5. Plan
- The best time to raise money is when you don't need it.
- The 80/20 is alive and well in raising money. Ignore it at great risk.

- There are 2 rules we must always remember when we ask people to give:
 1. Let them know ahead of time they're going to be asked.
 2. Ask them for something they are able to give (when in doubt, go low).
- People going out to raise money tend to be in a promoting or sales mode, but the primary mode should be "listening."
- We tend to leave people alone when they say "yes," and we tend to leave people alone when they say "no." But our posture should be that we stay with donors for a lifetime.
- The basic question in fund raising methodology is, "who should we approach individually" and "who should we approach as part of a group?"

The FOCUS Group, LLC

Since 1982 we have been resolute in our “focus” and have developed marketing strategies, leadership principles, capital campaign management tools, and a variety of systems and processes to help our clients be successful in reaching their goals ahead of schedule and below budget.

The mission of The FOCUS Group, LLC is to serve non-profits in raising capital and cultivating major donors.

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