Servant Fundraising

Ask Less. Raise More.

By Lisa T. Actor & Jeffrey C. Hall

Create Joy

Love your donors, not their money

"Philanthropy" means "Love of Humankind." Philanthropy creates joy in the hearts of donors. Servant fundraisers foster joy.

Foster Purpose

Bring meaning and a lasting legacy to your donors' lives

A love of giving is innate to all of us. The funds you receive are secondary to the purpose and fulfillment experienced by your donors.

Inspire Trust

People give to people they trust

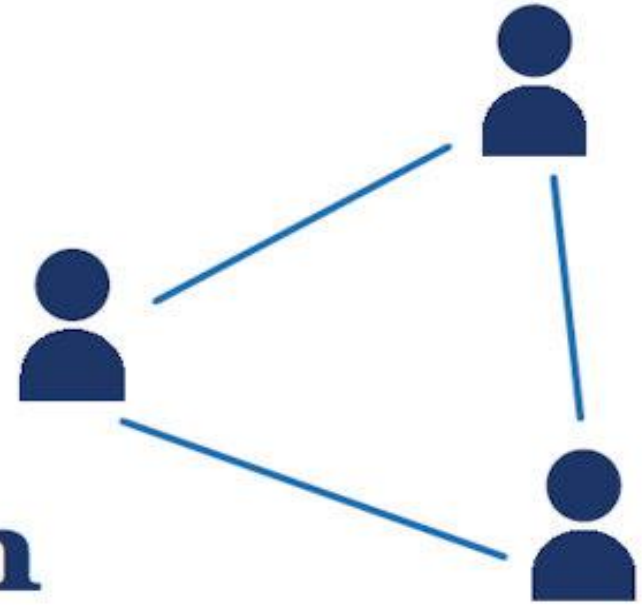
In a world where trustworthiness seems increasingly scarce, be honest with your donors. Tell them the truth, even when it's difficult. Transparency inspires confidence.

Craft an Exciting Vision

"Business as usual" won't raise millions

Be bold! An ambitious vision makes supporters lean in and get involved.

Build a Unified Team



The CPO, CEO, and Board Chair must be in sync

Everyone must agree about your mission, your goals and objectives, and your fundraising philosophy. One missing link in the CPO-CEO-Board triangle will derail even the best efforts.

Make Financial Goals Secondary

Your donors don't care about your goals

Your donors want to support your mission. Show them how their support will positively impact the lives of others rather than pushing them to meet a dollar goal.

Engage Donors Meaningfully in Your Mission

Time and talent take precedence over treasure

Engage your donors as partners, not merely financial supporters. Bring them into your mission as participants, volunteers, and witnesses. Experiencing your mission builds commitment to continue it.

Pay Attention To Donor Loyalty

Long-term loyalty means as much as gift capacity

It's easy to become starstruck by new donors with great wealth. Don't overlook those who make repeated smaller gifts. Visit them and provide updates about your mission and projects. They'll find a way to make a difference if it's the last thing they do.

Make Stewardship a Top Priority

Thank your donors multiple times per year

How sincere is a thank you when it's combined with another request? Send multiple communications expressing gratitude from various people in your organization.

Ask Permission to Ask

Ask your donors' permission at each step

No one likes a "gotcha." Prepare your donors. Let them know what you plan to discuss and if you plan to ask for a gift. Get their permission to proceed. If they're not aware there's going to be an ask, don't.

Ask Less, Raise More

You'll receive more and larger gifts by not asking at every meeting

Your donors are not ATMs; they are people who find joy in helping others. Spend more time building your organization's relationships with donors and less time asking. This will result in stronger donor commitment to your organization.

Honor Everyone

All gifts great and small are meaningful to the servant fundraiser

In a large campaign, gifts may range from millions of dollars down to tens. Every gift matters, and every giver matters. Take the time to honor all.

A Servant Fundraising book for your organization!

Contact us:

- https://servantfundraising.com/
- https://jeffreychall.com/servant-fundraising
- https://www.lisaactor.com/