

## **“WHEN THE GOING GETS TOUGH...”**

In this economic climate anticipated annual contributions have been declining, often dramatically, at most not-for-profit organizations. And, while charitable intent has not diminished in the minds and goals of wealthy individuals and charitable foundations, their major gift commitments certainly have. Based on our nation’s economic and philanthropic history this “trend line” will be reversed in time...but not without some pain and change in fundraising.

One fundraising trend that has gathered momentum over the past decade, and which through some pain and change needs to be redirected, is the dependence on staff-directed fundraising. We have heard too often from Board members and Executive Officers that they have *“hired high priced fundraisers to just get the job done. After all, that’s what we’re paying them for. That’s their role and responsibility.”*

We need to re-engage, in meaningful ways, men and women who volunteer their time, talent, and resources to ensure their favored not-for-profit organizations

For the reasons given we are being called on, more and more, to provide leadership training, workshops and intimate discussions to aid volunteers most effectively meet their accepted role and responsibilities in governance, fundraising and strategic planning.

- “How do I most effectively solicit someone for a gift commitment?”
- “Where should be applying our available budget and staff resources in order to increase gift support?”
- “What should Board members and professional reasonably expect from one another in meeting our organization’s fundraising goals?”
- “How can we become more successful in raising funds?”

A general response to that question is ***“when the going gets tough...”!*** “A more meaningful response is to encourage the leadership of our clients to take time to consider their thoughtful questions, and commit to renew their fundraising leadership.