

The Fundraising Test

Being True to the "Ten Simple Rules"



Development Mission

Raising funds and friends consistent with your school's mission

Helping schools help themselves

- Is the fundraiser mission driven?
- Does it build community?
- Are you "nickel and diming" your constituency?
- Are you targeting your donors?
- Is your approach to maximize return and minimize cost?
- Are you focused on the Return on Investment (ROI)?
- Are you focused on your goals (measurable, attainable, stretch)?
- Are you committed to only delivering a success?
- Are you taking a "smart risk"?

People give to worthwhile programs rather than to needy institutions. The case must catch the eye, warm the heart and stir the mind.

– Harold J. Seymour