



Wisdom to make a difference.

Common Sense Builds a Great Development Program

- Philanthropy is all about relationships, not stuff
- Strategic plan drives the case for funding – focus on impact the gift will have, not why you need money
- Annual fund serves as core for all fundraising programs
- You cannot raise funds in a vacuum – get the buy-in of your staff and volunteer leadership, and engage as many people as you can in the process
- People give to people – it's not about you, it's about them
- Individuals will be your best investment over time, not corporations or foundations
- You never take something away from a donor, you give them a wonderful gift by enabling them to do something great for someone else.
- Ethics and the rights of a donor need to be central in your work.
- You can never say thank you enough – it's not about recognition, it's about gratitude.
- Know why you are doing what you do – test, review, analyze return on investment, make changes accordingly
- Get out and meet people where they are most comfortable

Presenter: Maryann LaCroix Lindberg, CFRE, is currently Vice President for Advancement at Keene State College. With more than 30 years of experience in fundraising and non-profit management, she has raised millions of dollars for organizations ranging from small social service agencies to land-grant universities. One of the biggest cheerleaders for fundraising in the country, she has presented at many conferences and non-profit institutes, including AFP, Duquesne University's Leadership Institute, the Erie Center for Nonprofit Studies and the Partnership for Philanthropic Planning.

If you have more questions after today's session, don't hesitate to contact Maryann at 603-358-2181, or e-mail her at mlindberg1@keene.edu. Thanks for coming!