

# The Six Key Principles of Taking Donors Seriously®



Taking Donors Seriously® is not about tactics, but about relationships; it's about caring for people and allowing them to share and invest in your organization.

## Six Key Principles of TDS

- 1. People give to people that they know and trust.**
- 2. People give because they're asked and shown how.** "Shown how" means that donors need to understand how they fit in to the overall fundraising effort of the organization before they will make a gift. It's not enough to just make someone aware of your need. Donors need to know that you have a plan to raise your whole budget and how their gift will be part of a larger plan.
- 3. People give when they're involved and have a sense of ownership.** Don't just show your donors statistics – get your donors involved with your work. Invite them to come on site and get them out to see what you're doing. Ask them to meet alumni of your organization. If they will not come to you, bring a video testimony to them because when donors are involved, they will give.
- 4. Giving is a way of life** some people just have the gift of giving.
- 5. A 'no' is never forever.** Or said differently, "A no has a context."
- 6. Proper planning maximizes results and minimizes costs.** We get so busy in the next thing that we forget to do the best thing. Our experience is that the number one failure in fundraising is a lack of follow up, and this often occurs because we don't plan properly.