



Resource: **Funded for Life**

Raising Money From People Just Like You & Me

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- **Change your paradigm.** When you approach fundraising with passion, joy, and excitement, you will always be successful.
- **Follow the money!** Giving by individuals has always been the largest component of charitable contributions (more than 80%), followed by foundations and then corporations.
- **Fundraising is a money business that supports sacred work.** Help your family and friends to uncover their own passions, hopes, and dreams and make a difference in the world through their powerful generosity.
- **There is enough money.** With \$87 trillion floating around the planet right now, there is more than enough to support all of our critical, life-changing work. Get out of your comfort zone and ask for what you need.
- **Its not about knowing rich people.** In most places in the world, people who make the least give the highest percentage of their income to issues they care about.
- **Donors are investors.** Focus on building strong relationships that are based on integrity and which honor the donor's desire to make a difference in the world. Its your job to ask, their job to decide.
- **Believe.** Your belief in the power of your organization's mission, vision, and values must exceed your fear of asking for people's time, talent, and treasure.

Adapted From Materials Developed by Fundraising From the Heart.

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