

## **Fundraising Made Easy**

One of the greatest needs of every organisation is the need for funds. Everyone recognises the need but few are anxious to raise their hand to accept the challenge of doing it. Many are anxious to wash their hands of fundraising in hope that someone else will take on the challenge. The problem is universal among nonprofits.

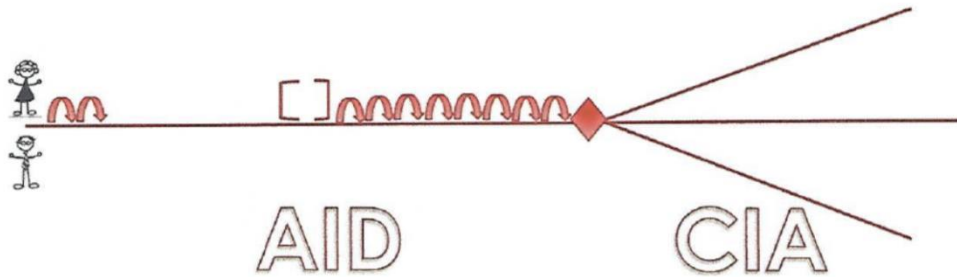
**Jerry Twombly** is the Senior Partner of the Aspiran Group, an international organisation committed to addressing the development needs of nonprofit organisations. Jerry is a graduate of Miami Christian University and Grace Theological Seminary. He has written several books that include: *Funding Your Vision: New Hope for Nonprofits*, *Transforming Culture: The Church at Work in the World*, *You Snooze, You Lose: Thriving in These Turbulent Times*, and *The Organizational Planning Primer*. He has served over 1,000 different nonprofits throughout the world over the course of the last 40 years in helping them raise in excess of \$1 billion. Recognizing the changes taking place in the world of 21st Century philanthropy, Jerry has been a leader in tracking new trends and developing new programs to help nonprofits thrive in changing times. Jerry and his wife Sue live in Indiana. They have two sons and three grandsons.

- I. **The Definition of Development** – *“Development represents those things we do to build rational relationships with others.”* The work of development is all about relationships. It has little to do with money or what we have to say. And as important as money and our core message might be, that message is lost outside the parameters of relationship. Build relationships the right way and you’ll not lack for money or for people who are anxious to listen to what you have to say. But, if you lead with your need at the expense of building a relationship, your appeal will most often be perceived as manipulative.
  
- II. **Why Do So Many Hate to Ask Others for Money** – While it is clearly known that resources are required in order to expand the impact of an organisation, most are reluctant to ask for money for any number of reasons:
  1. The fear of rejection – no one likes to go to someone only to be embarrassed by rejection.
  2. The lack of experience – Most are reluctant to ask for money because they don’t know how.
  3. The lack of relationship – They are asked to go to someone they don’t know.
  4. The fear of offense – No one wants to put at risk hurting a friend or colleague.
  5. It’s too hard – There are many other things more appetizing!
  
- III. **Fundraising is Easy** – As difficult as it might seem, the work of fundraising is easy because everyone has experience!
  1. A universal experience – There’s one experience that everyone has experienced and that is one of the greatest analogies of how to do the work of

development. The example is “falling in love.” If you have ever fallen in love you understand development!

2. The relationship process - The “relationship continuum” outlines the steps of how we go about building and sustaining relationships. It looks like this!

#### IV. The Relational Continuum



- V. **The Strategic Shift that Changed Development** – In 1993, our organisation made a dramatic shift that changed the course of the way in which we sought to engage the interest of critical groups we felt were essential to the success of our projects. This is explained in a FOCL video called “The Power of the Draft” For more information contact [greg@npauthority.com](mailto:greg@npauthority.com)