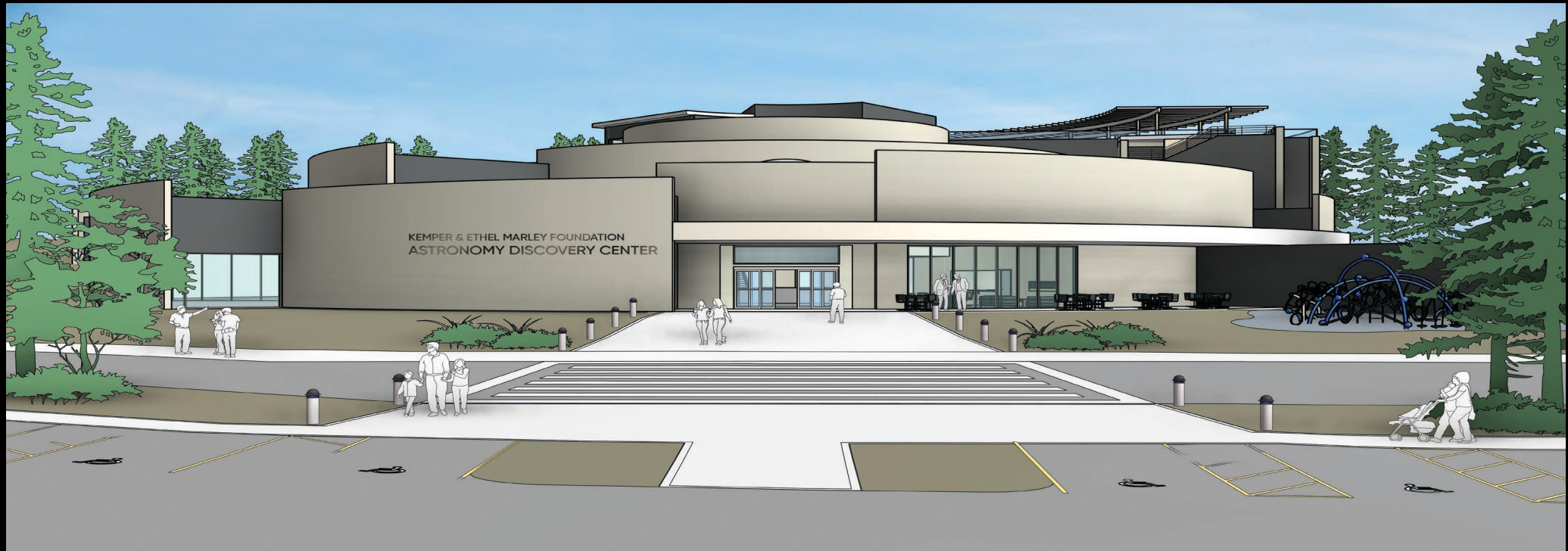


Servant Fundraising

Principles in Action



Two Secrets to Our Success

- **We have an exciting vision.**

Be the premiere astronomy education destination in the world!

- **We care about our donors (not their money).**

Make Lowell donors feel like organizational insiders.

“I’ve learned that people will forget what you said,
people will forget what you did, but people will never
forget how you made them feel.”

Maya Angelou



Extreme Stewardship = Donors Feel Special

- Handwritten notes from CEO and Board Members
- Thoughtful receipt letters
- Video thank you's
- Loyals letters
- Meetings, phone calls, impact reports -- all with *no asks*

Hard Hat Tours – Loyal Teas – Special Events



Anatomy of a Loyals Letter

- Letter from CEO to most loyal supporters
 - This is what keeps me up at night.
 - This is what I'm most excited about.
 - Story of a donation or planned gift that made a difference.
 - Thank you for your loyal support.
- Outlined by the CPO but written by the CEO *in their voice*.

When treated well, loyal donors come through!



Asking Permission to Ask
Donor is in control at every step.

- Would you like to hear about our new project?
- Would you consider a gift to this project?
- May we present a proposal for this project?

CEO and CPO on the Same Page

- CEO must see self as a fundraiser.
- Have regular conversations about key donors, their lives and interests.
- Listen to the donor. Get to know their animating passions.
- Be prepared *not* to ask.
- The donor's timeline rules.

Leadership Giving Circles

- Gives the CEO breathing room.
- Regular influx of funds.
- Major donors as organizational insiders.
- Another reason to spend time with loyal friends.

Lowell's Leadership Giving Circle

The Director's Opportunity Network



Servant Fundraising

Ask Less. Raise More.

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