

SUCCESSFUL FUNDRAISER CHECKLIST

It takes a lot to be a successful, professional Fundraiser. Use this checklist to see if you have what it takes to raise all the money your nonprofit needs.

Successful Fundraisers:

- Have and follow a written plan for fundraising, making adjustments as needed.
- Create diverse revenue streams from a variety of fundraising strategies.
- Work smarter, not harder.
- Track where their fundraising dollars are being spent and where the most money is being raised.
- Create systems to make their work easier.
- Take ACTION without overanalyzing or overthinking.
- Learn how to say “no” to things that don’t help them raise money or bring in other resources.
- Get really good at telling their story to lots of people, both in writing and verbally.
- Develop genuine, deep, and lasting relationships with key supporters and donors.
- Understand the value of sincere appreciation. They thank every donor, every time, and do a fantastic job of it.
- Are always looking for new donors and new supporters for their nonprofit.
- View everyone they meet as capable of making a game-changing gift.
- Understand the value of continuing education and are always learning – reading books, listening to podcasts, and watching videos or webinars.
- Are willing to delegate to others so that things get done.
- Have a vision for what’s possible for their nonprofit and are committed to raising the money needed to fulfilling that vision.
- Are a team player with other staff, volunteers, and Board members.
- Are passionate about their cause.

- Evaluate every fundraising activity upon completion to see what lessons can be learned for improvement next time.
- Don't say "we can't do that." They say "HOW can we do that?"
- Don't mind talking about money.
- Know their strengths and work within them.
- Are proactive in managing their time and priorities so that the most important thing gets done each day.
- Believe in fundraising using only ethical, moral, and legal practices.
- Don't get intimidated by the success of other nonprofits.

Want to learn more about successful fundraising? We share fundraising tips, tools, and techniques every week at Get Fully Funded in the Inspiration Zone. It's always a quick read with practical "how to" info that you can use right away, sprinkled with a bit of Southern humor. Subscribe today to get a regular dose of fundraising motivation delivered straight to your inbox. www.GetFullyFunded.com/Inspiration-Zone

