

A summary of Laurence's Fundraising Aphorisms found in the book:

"Big ideas attract big money."

"Organizational growth is moving from one set of problems to a better set of problems."

"Fundraising is really called Development and it's named so for a reason. It's a developmental process that cannot be rushed."

"What can you rely on? You can rely on people to be who you've known them to be, unless there is an intervening variable that changes them."

"The fundraisers 'product' is the nonprofit's program and it's documented outcomes and impact."

"It's harder to spend money well in a nonprofit than it is to raise it."

"A nonprofit has multiple bottom lines, not just one. It must satisfy its clients, its funders, its community, and even its own people, board, staff, and volunteers."

"Business oriented Board members often talk about Return On Investment analysis (ROI) as if it were just a math exercise; but ROI in fundraising must also document the process outcomes, the steps you've taken this year that probably won't produce a return, but will in the future."

"A board (or a campaign cabinet) is about 'heavy lifting'! Light-lifters need not apply!"

"A short definition for a CEO is he or she who makes decisions."

"A short definition for a major fundraising campaign is leadership, leadership, leadership."

"A major gift can be \$10.00 or \$100,000, it all depends on the potential capacity of your current donors joined with their passion for what you're doing or planning to do."

“Planning is to fundraising like oxygen to people – essential and natural.”

“Fundraising is a practitioners work, a bit of science and a bit of art sprinkled with ongoing, incessant evaluation of mistakes or missteps.”

“The finance staff aims at reducing risk and minimizing harm; fundraisers, though, welcome opportunity and paint the future vision for an organizations success. The two approaches are not at odds, yet the staff often act like they are. I’d like to see the finance people do their job without the revenue that the fundraisers generate!”

“Asking ‘how will the future be different once our mission succeeds’, gives the vision for organizational success.”

“The CEO is always the chief fundraiser and that role should never be delegated.”

“Why do donors give? There are many reasons but one that I have heard over and over again is that they want to see something happen in the world that they themselves cannot accomplish. They are relying on the nonprofit to accomplish that vision, mission, goal.”

“A dozen different development professionals might have a dozen different and unique fundraising plans and each of them can be successful if their organizational strategic plan and their fundraising plans are well-aligned.”

“Diversification of revenue should not always be seen de-facto as the best route to a more stable revenue stream because doing it well may be costly.”

“Sustainability is not in-perpetuity. A real development plan will do.”