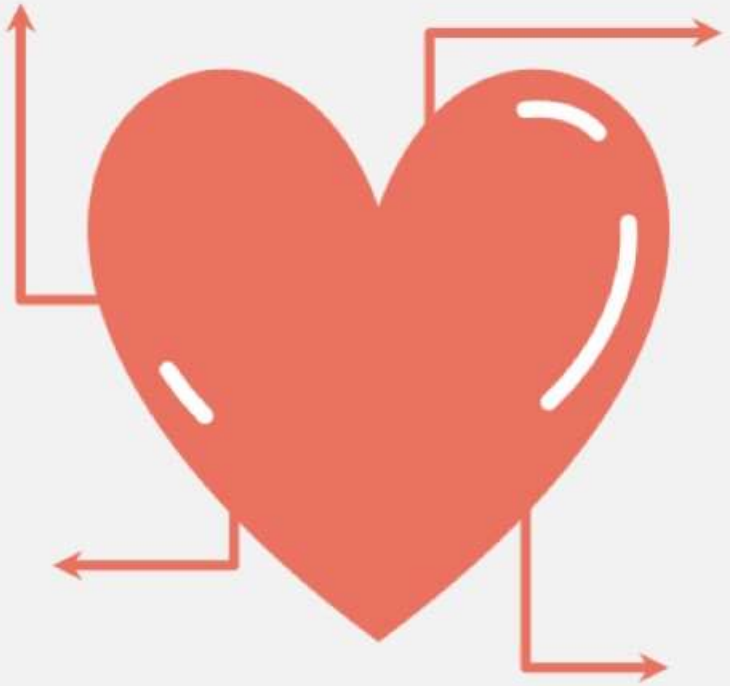


4 INGREDIENTS OF SUCCESSFUL FUND RAISING



Expert fundraiser Jerold Panas conducted several focus groups to find out what makes fundraising successful. The answers boiled down to “three Es” plus one “I”

E E E I



EMPATHY

**The ability to
understand the
audience's values
& interests**



ENERGY

**The determination to
put sufficient work
into the fundraising
effort**



ENTHUSIASM

**The fundraiser's
obvious commitment
to the cause**



INTEGRITY

**The fundraiser's
sincerity and
truthfulness**

LET'S LOOK AT THE REARVIEW



EMPATHY

1



ENERGY

2



ENTHUSIASM

3



INTEGRITY

4