

TWELVE GROUND RULES IN GIVING

by
Harold J. Schultz

1. People give to people
2. People give to a cause or project they believe in and have ownership in
3. People give to an organization or institution they trust, have been well served by, and identify with
4. People want to give to “strength”, not “weakness”
5. People give to a compelling emergency case. The “window of opportunity or need” is NOW
6. People donate to an institution or organization not only for what it **was**, or **is**, but, in their perception, **what it is in the process of becoming**
7. People who give regularly and generously are not primarily motivated by the tax benefits of their gifts
8. People who give are usually people who have given in the past
9. People seldom give against a spouse’s wishes
10. People give because of relationships and trust built up between the organization’s fund raisers and prospective donors
11. People give to make a difference
12. People rarely give unless they are asked in a face to face visit

* * * * *

“We should never forget that no fund raising effort ever succeeds unless one person asks another person for money”

- Andrew D. Parker, Jr.

“There are more people willing to give than willing to ask”

- Morris D. Lineweaver