

GIVING DOs AND DON'Ts*

DESCRIPTION

One of the best ways to understand giving is to put yourself in your donor's position, to reflect on your own experiences.

Think of a contribution that you felt good about. Then recall a donation you wish you hadn't made, one that left a bad taste in your mouth.

Jot down why these gifts gladdened your heart or dampened your spirits. If you're stumped for charitable examples, think of birthday, holiday, or wedding gifts you've given. The principles are the same.

ACTIVITY: Giving Dos and Don'ts

Do: Gift the made me feel glad, satisfied, happy.

Gift: _____

Why?: _____

Don't: Gift I regretted.

Gift: _____

Why?: _____

Nonprofit Heroes solicit gifts that are as much fun to give as they are to receive. Imagine yourself in your donor's position and resolve to ask in ways that will make them happy.

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* From *Nonprofit Hero, Five Easy Steps to Successful Board Fundraising* ©

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