

# FIELD NOTES

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Leadership Without a Map

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## Please Stop Asking for Money!

Let's be honest. Asking for money sits right up there with public speaking on the "things most people loathe" list. The list of reasons why (excuses) include:

"I don't know how."

"It feels like begging."

"I'm too busy."

"It's a conflict for me."

"I don't know anyone with money."

Board volunteers have told stories of losing weight just from the stress and anxiety experienced leading an annual campaign! How much longer can we continue to push this boulder up the hill? **Why not stop asking for money entirely?**

The transfer of money is just a transaction. Money buys stuff. People with lots of money are considered rich while those with very little are viewed as poor. Ironically, physical currency (whether paper or metal) has very little real value or purpose. If you are lost in the deep, dark woods in the wintertime with a fist full of \$100 dollar bills, your best bet is to burn them for warmth. If you are hungry, a pocket full of loose change will not feed you. We attribute way too much credit to money.

### DOLLARS AND CHANGE

At Donor by Design, we coach our clients to shift the focus of their visits with potential supporters from the dollars to the "change." Rather than focusing on the financial contribution, let's share the dramatic life-changing impacts we can make happen through charitable giving. The money is often spent quickly but the change can last for a lifetime!



### WHAT ARE YOUR REAL GOALS?

When discussing a development program, how often does the conversation come down to how much money you hope to raise? When providing updates on progress, do you focus on the dollars secured to date or percentage of progress to goal?

### Who cares?

The size of a campaign says nothing about the true goals of the effort. Rather than trying to **impress** with your dollar goals, **inspire** with your mission and vision. Take them by the heart and bring your project to life. Again, your real story is not about the dollars, it's about the change.

**Please stop asking people for money and start inviting them to join you in making a difference.** Share your big visions and dreams. Bring your case and your cause to life with pictures, music and stories! Once you have their hearts, you then have permission to ask them to consider financial support.

*Looking for additional help to transform your annual or capital campaign? Contact us for more information on trainings, consulting services and resources to help your volunteers succeed as fundraisers and as leaders!*

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