

The Top Seven Deadly Fundraising Mistakes Non-Profits Make

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7. **Undeveloped Vision** – *Vision excites donors!*
Use of a visioning retreat or feasibility study will help to ignite donor commitment.
6. **Ineffective Leadership** – *Do your leaders articulate the vision?*
Define the criteria you will use to prayerfully discern campaign leadership at all levels.
5. **Vague Timeline** – *The calendar makes it “real.”*
Assess your readiness to start a campaign and construct a timeline that will keep the campaign on track.
4. **Unrealistic Goals** – *Can we afford this?*
Seek sage advice from within and also outside your donor base about your project and goals. For building campaigns, save costly design fees by defining the potential funding up front.
3. **Uninformed Giving** – *Learn to leverage giving!*
Awaken your donor target group to the benefits of asset-based gifts and then time these gifts for maximum impact and leverage. Take the time to understand and identify the potential of this form of giving.
2. **Unclear Communications** – *Make your case compelling!*
Develop a defined vision and logical communication plan for donors and the general public. Be sure to plan special contact with donors in the Advanced Giving category.
1. **Insufficient Consultation** – *Don’t “go it alone.”*
At the minimum, secure an initial consultation from a fundraising professional. That alone may be enough for your Leadership Group to make needed critical decisions. Learning about current best practices may be enough to stimulate your imagination and decisiveness!