

How to build relationships-A

Speaker: How do I define fund raising? It is the art and science of creating and nurturing long term, durable, mutually beneficial relationships. Fund raising is an art. Why long term?

Doesn't make sense investing efforts and making sure that 'X' pays me thousand bucks today and after that I have to go in search of someone else. If I build a strong relationship with 'X', he will stick with me. Why is the term durable important. If you want a long term relationship it should not be fragile. At the slightest provocation or temptation, a non-durable relationship would break. This does not make sense for the fundraiser.