

How to build relationships-B

Speaker: Why the term mutually beneficial?

Audience: It answers the question “what is in it for me”.

Why is it critical that your concept of fund raising out to have this very clear in your mind. That yes I want to build relationship, yes I want them to be long term , yes I want them to be durable but I want only those relationships that are going to beneficial to you and to me.

Or is it OK as long as the donor is satisfied. No it is not.

I am a donor who sends you a cheque of rupees one thousand. I say I need somebody to come to my house to explain how you are doing every three months. I need to know where every penny has gone and I need copies in triplicate audited by a chartered accountant. I would like to visit your premises every month and I would like to have a tour. Is that mutually beneficial? NO