

What are the critical elements required by a fund raiser

Speaker: there are four critical elements that a fund raiser needs to possess a mind-set to be able to succeed.

First: Ownership: The only way to succeed in any environment is if you take on ownership. The growth & survival of my organisation depends on me. If you work in your organisation as just another nine to five job, you are doing your organisation an immense disservice. The only way you can succeed is if you tell yourself that I am a singular person responsible for ensuring that long term, durable, mutually beneficial relationships are going to be created for this organisation.

Second: Hunger: If there is no inherent hunger inside you to know, to learn, to figure out what works, to succeed, you are never going to succeed at fund raising. So look inside you and ask yourself, what is the level of my hunger? The difference between a successful and an unsuccessful person is the level of hunger in that successful person. The drive, the energy, the passion, the solution, the methods, everything comes in if first you claim ownership and second you have a consistent hunger to go on scaling newer heights.

Third: Shamelessness: Those of you, who believe that it's below your dignity to ask someone for money, are in the wrong room and wrong profession. Nine out of ten sales people miss out on becoming successful simply because they can't do that one thing right, ASK. They don't ask. They do everything else but when it comes time to ask, either the ego kicks in or there is some amount of shame.

Fourth: Selfishness: You have limited time in this world. Your organisation has even more limited time. Get selfish for the sake of the organisation to ensure that every minute of your time is being spent creating and nurturing those relationships and generating and maintaining that trust.