

**NONPROFIT IS A TAX STATUS,
NOT A BUSINESS MODEL.**

Empathy is the *heart* of fundraising.

It's not about the thing. It's about the people. *Bringing your whole self to the work matters.*

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FUNDRAISERS ARE POSSIBILITY PUSHERS. **It's okay to have fun.**

What you believe fundraising is, changes everything.

//////// Get curious, not judgmental. ////////// REFLECTION BEFORE ACTION.

MAGICAL THINKING ISN'T A FUNDRAISING STRATEGY.

**It's never about the money,
it's about the relationship.**

PEOPLE WHO LOVE COMING TO WORK DELIVER BETTER RESULTS.

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Beliefs drive behavior. **Things can *change*.**

Board members are the unsung heroes of our communities.

FUNDRAISING CAPACITY
DEVELOPS IN STAGES. **START WHERE YOU ARE.**

YOUR RELATIONSHIP WITH MONEY IMPACTS YOUR ABILITY TO FUNDRAISE.

Doing requires more than knowing. >>>> **BEGIN.**>>>>

Don't make it more complicated than it needs to be.

Fundraising *activates* philanthropy.

KEEP AT IT. Thanking and involving donors changes everything.

Keeping the donors you
have is most important. **KEEP GROWING.**

You listen your way to gifts. **LOOK THROUGH THE DONOR'S EYES.**

**THE
VARGA
GROUP**

Strengthening Nonprofits