

The Donor-Centric Pledge

We _____ believe...
Organization Name

- ★ That donors are essential to the success of our mission.
- ★ That gifts are not "cash transactions." Donors are not merely a bunch of interchangeable, easily replaceable credit cards, checkbooks and wallets.
- ★ That no one "owes" us a gift just because our mission is worthy.
- ★ That any person who chooses to become our donor has enormous potential to assist the mission.
- ★ That having a program for developing a relationship with that donor is how organizations tap that enormous potential.
- ★ That we waste that potential when donors are not promptly thanked.
- ★ That "lifetime value of a donor" is the best (though often overlooked) way to evaluate "return on investment" in fundraising.
- ★ That donors are more important than donations. Those who currently make small gifts are just as interesting to us as those who currently make large gifts.
- ★ That acquiring first-time donors is easy but keeping those donors is hard.
- ★ That many first-time gifts are no more than "impulse purchases" or "first dates."
- ★ That we'll have to work harder for the second gift than we did for the first.
- ★ That a prerequisite for above-average donor retention is a well-planned donor-centric communications program that begins with a welcome.
- ★ That donors want to have faith in us, and that it's our fault if they don't.
- ★ That donors want to make a difference in the world --and that our mission is one of many means to that end.
- ★ That donors are investors. They invest in doing good. They expect their investment to prosper, or they'll invest somewhere else.
- ★ That we earn the donor's trust by reporting on our accomplishments and efficiency.
- ★ That individual donors respond to our appeals for personal reasons we can only guess at.
- ★ That asking a donor why she or he gave a first gift to us will likely lead to an amazingly revealing conversation.
- ★ That fundraising serves the donors' emotional needs as much as it serves the organization's financial needs.
- ★ That we are in the "feel good" business. Donors feel good when they help make the world a better place.
- ★ That a prime goal of fundraising communications is to satisfy basic human needs such as the donor's need to feel important and worthwhile.
- ★ That the donor's perspective defines what is a "major" gift.
- ★ That every first gift can open a door to an entirely new world for the donor, through participation in our cause.

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