

# The Art and Science of Fundraising

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# Big Idea # 1

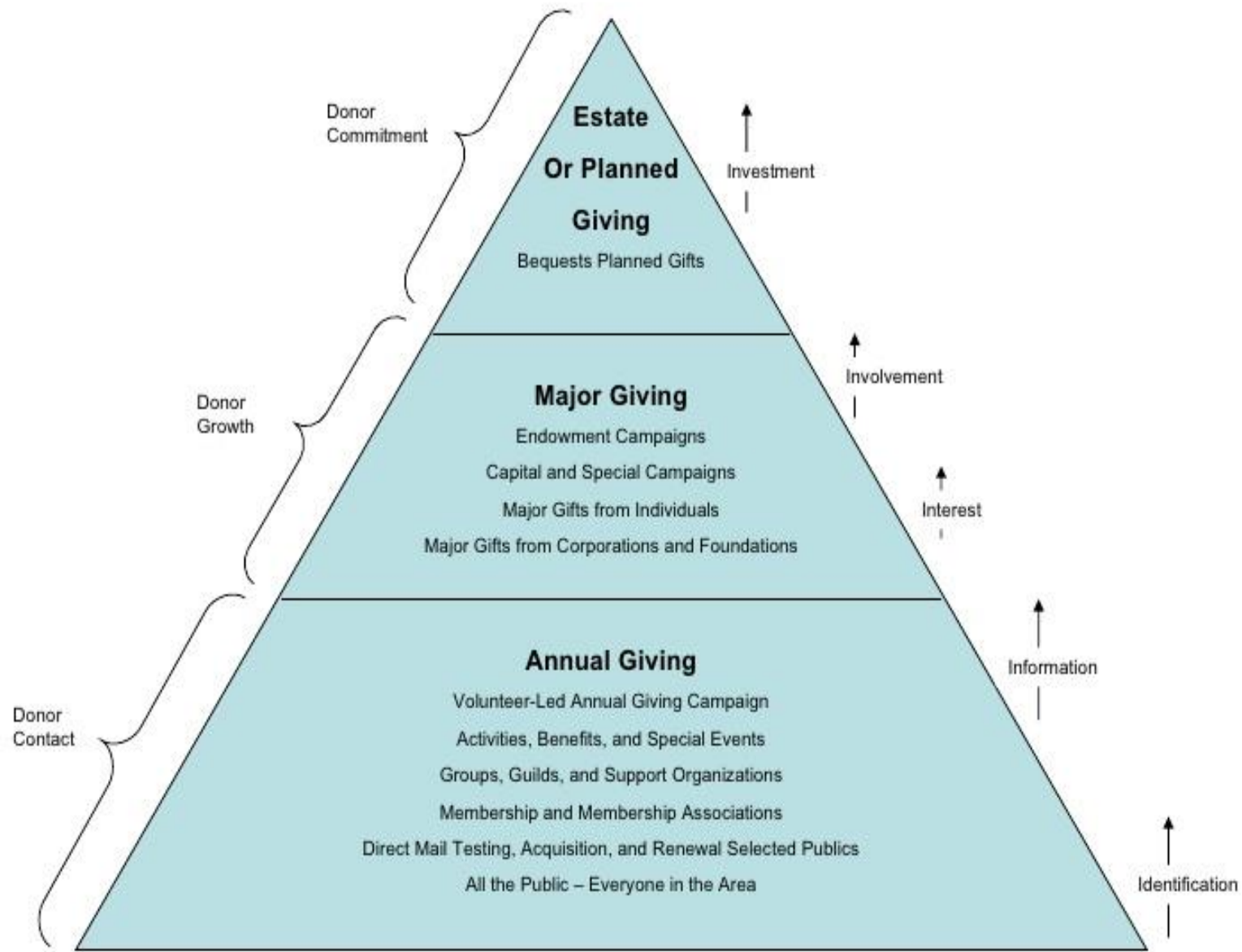
It's all about building **RELATIONSHIPS!**

# Big Idea # 2

Decide What Kind of Fundraising Approach is Optimal

# Big Idea # 3

Segment Your Donors

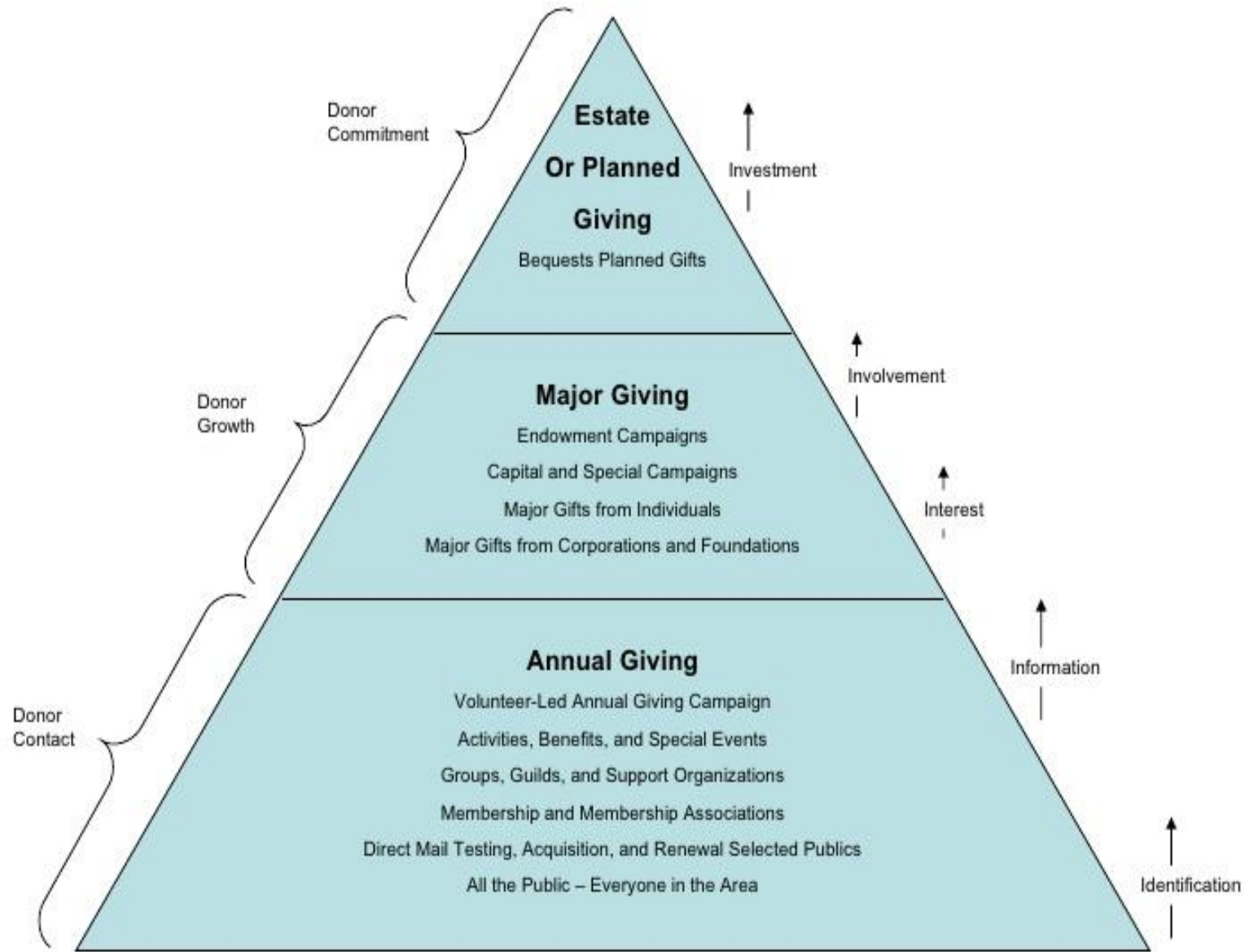


# Big Idea # 4

Annual Giving is the first place to build your donor base

# Big Idea # 5

“Fundraising is the gentle art of teaching the joy of giving.”-Frank Rosso



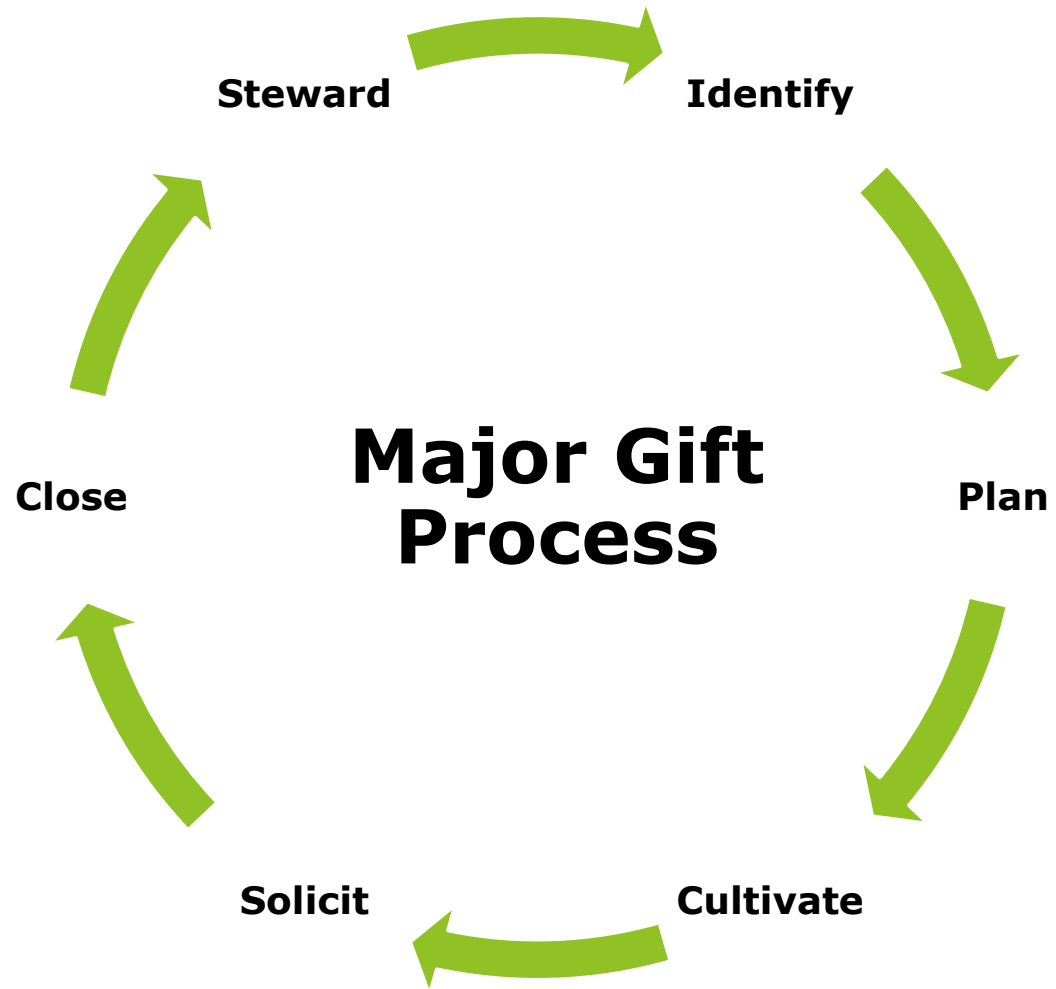


# Big Idea # 6

There's a new paradigm in major gift philanthropy

# Big Idea # 7

Embrace and integrate processes



# Big Idea # 8

Quantify and measure success



# Big Idea # 9

Make each interaction with a donor exceptional

# Big Idea

## # 10

**When courage, genius,  
and generosity hold  
hands, all things are  
possible.**

-Unknown

