



DONOR POWER PLEDGE

**FOR FUNDRAISING PROFESSIONALS WHO WANT
TO DO THEIR JOB RIGHT IN THE NEW AGE OF FUNDRAISING**

I WILL TREAT DONORS WITH RESPECT

MY DONORS ARE LIVING, BREATHING, ACTIVE HUMAN BEINGS WHO ARE DOING MORE THAN THEIR SHARE TO MAKE THE WORLD A BETTER PLACE. THEY ARE NOT ATMS THAT DISPENSE CASH WITH THE PROPER STIMULUS. THEY ARE NOT IGNORANT OR IN ANY SENSE LESS INVOLVED THAN I AM.

I HAVE NO RIGHT - OR REASON - TO "IMPROVE" OR "EDUCATE" MY DONORS. THEY ARE WONDERFUL JUST AS THEY ARE.

MY FUNDRAISING IS ABOUT THEIR DREAMS, THEIR ASPIRATIONS, THEIR POWER TO CHANGE THE WORLD. NOT MINE.

THEIR DONATIONS AND INVOLVEMENT FORM A DEEP AND MEANINGFUL CONNECTION TO OUR SHARED CAUSE. I WILL NEVER FORGET THAT OR TAKE IT LIGHTLY.

I WILL GIVE POWER TO MY DONORS

EVERY DONOR HAS THE RIGHT TO FUND THE PROJECTS SHE OR HE WANTS TO FUND. I REJECT THE TIRED OLD LIMITATION OF RAISING "UNRESTRICTED" FUNDS ONLY.

I WILL LET DONORS - AND NOT JUST THE MULTI-MILLIONAIRES AMONG THEM - INFLUENCE OUR PROGRAMS AND MISSION. THEY'RE MAKING IT POSSIBLE; THEY HAVE A VOICE.

I WILL GIVE DONORS CONTROL OVER THE WAY WE COMMUNICATE WITH THEM - QUANTITY, QUALITY, AND STYLE.

I WILL SERVE MY DONORS

DONORS GIVE TO ACCOMPLISH THINGS. I WILL WORK TO INFORM MY DONORS ABOUT THE SPECIFIC GOOD THEIR GIVING HAS MADE POSSIBLE.

AS LONG AS WE SHARE A MISSION, I WILL PROMPTLY AND COMPLETELY COMPLY WITH THEIR WISHES IN ALL MATTERS.

I WILL WORK TO INCREASE THE RELEVANCY OF OUR COMMUNICATION WITH EACH DONOR.

I WILL RECEIPT GIFTS ACCURATELY AND QUICKLY.

POWER TO THE DONOR!

I AGREE WITH THESE PRINCIPLES. I WANT TO MARCH INTO THE FUTURE OF FUNDRAISING BY PRACTICING DONOR POWER. I PLEDGE TO DO EVERYTHING IN MY POWER TO MAKE THESE THINGS A REALITY.

SIGNATURE