

## ADOPTING THE RIGHT PARADIGM

Lasting fundraising success starts with adopting the right outlook. The paradigm built on principle not technique.

Most fundraising efforts focus on technique. Clever methods delivering an immediate result and superficial in appeal. The best of these produce short-lived results. The worst are outright manipulative.

Technique alone will never achieve lasting, sustained success. Hence the feeling of being on the treadmill experienced by most fundraisers.

Lasting success begins with an understanding of what philanthropy is. And what it is not.

**Philanthropy is the physical expression of the universal hunger for meaning. For personal congruence.**

For meaningful relationships with others. It grows or wanes as the conditions which satisfy these desires are present or absent.

Short-term, quick fix techniques produce short-term lackluster results.

So where do we start? Principle. The natural laws which govern philanthropy. Unchangeable. Unbreakable. Like

gravity, they can neither be denied nor broken.

Employing techniques without an abiding understanding of the governing principles will never produce lasting, sustained success.

Principles are primary. Techniques are secondary. Techniques are situational and temporal. Popular techniques are very often in conflict with the governing principles of fundraising.

Philanthropic investors—donors—are more demanding, more sophisticated than ever. They're becoming immune to clumsy approaches.

So what are the underlying principles? The Eight Principles of Sustainable Fundraising®.

By starting with the principles, a whole new world opens. Understanding the principles drive techniques.

For example, Principle I: Donors are the Drivers®. Donors drive philanthropy. They drive it with their dreams, aspirations and deepest held beliefs. Their universal search for meaning.

Philanthropists aren't focused on money even as fundraisers almost always are.

**If your response is "Sure, I get this," I can assure you, you don't. To understand it requires having an "Aha Moment".**

That's the flash of recognition you get when you realize fundraising for a worthy organization isn't about you, the organization you serve or even the worthy goals themselves.

When you adopt the principles something transformational occurs. Synergy. That's when 1 + 1 truly equals 3.

It's when you start looking at the world through a new lens. A whole new worldview.

Funny thing. When you focus on meaning, not money, you achieve what you're really seeking—lasting financial success.

**At The Eight Principles®, we teach the principles, then guide you to implement productive solutions appropriate for your situation. With the understanding that principles always rule.**

Start with the principles.  
The Eight Principles.