



Dear Friends and Colleagues:

I recently attended two presentations on fundraising in today's economy. Presenters at both of these sessions offered tips / suggestions for these times, which appear below. Thanks to the savvy fundraisers who generously contributed their thoughts and insights.

About the Board:

- Show them you are lean and thoughtful
- Share your comprehensive strategy
- Convince them this is not a time to cut back
- Ask for their help

About Management:

- Be positive
- Establish frequent benchmarks for staff to meet
- Be transparent -- tell board / staff what you know when you know

About Donors:

- Hold small cultivation meetings
- Increase your "touches"
- Challenge grants work

About Communication:

- Communicate with deans, faculty, physicians, and program staff to relate how your work supports theirs
- "Matching Gifts" may be more effective than "Challenge Grants"
- Acquisition mailings can pay off

About Events:

- Hold a virtual gala and ask people to buy tickets

- Consider a hiatus year
- Increase number of co-chairs

At This Time:

- Measure everything
- Call a colleague -- share experiences and tactics
- Everything is a priority
- Flat is the new Up

Good Luck,

Lois

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BECAUSE THE RIGHT PERSON IN THE RIGHT JOB MAKES ALL THE DIFFERENCE