

“Seven Things Donors Wished We Knew”

One thing means the difference between success and failure in fundraising. It is understanding what donors want. As we go about our daily jobs and lives, it is easy to think we don't have the time, or perhaps even the need, to step back and think about our donors and how we might communicate with them better. However, a little effort is rewarded with profound results. There are seven simple things they wished we knew.