

Tips from the Trade

Useful Advice for Effective Donor Relations

Kathleen Diemer, CFRE

Executive Director of Donor Relations and Advancement
Communications, George Mason University

President, Association of Donor Relations Professionals



A Quick Disclaimer

Tip #1

Take a Lesson from Late
Night Television



Tip #2

Know How to Tell a Good
Story

Tip #3

Invest in a Good(or Great,
or Fabulous) Thesaurus

Tip #4

You Should be Asking for
More than Just Gifts

Tip #5

Use the Three Magic
Words Whenever Possible

Tip #6

Remember Three Other
Magic Words

Tip #7

Learn from Your Donors

Tip #8

Some Details Matter,
Some Don't

Tip #9

Rome Was Not Built via
Tchotchkes, Honor Rolls
or Recognition Societies

Tip #10

If Your Wheel Works Do
Not Attempt to Recreate It

Tip #11

Expect the Unexpected

Tip #12

Train Yourself to See and
Hear Donor Relations
Opportunities Everywhere

Valuable Resources

- Association of Donor Relations Professionals
www.adrp.net
- ADRP/AASP Best Practices (November 2017)
- Journal of Donor Relations and Stewardship
www.journaldrs.com
- *The Burk Donor Survey* by Penelope Burk (June 2017)
<http://cygresearch.com>

Valuable Resources

- *Donor Centered Fundraising* by Penelope Burk
- *Donor Centered Leadership* by Penelope Burk
- *Intentional Stewardship* by Julia Emlen
- *Effective Donor Relations* by Janet Hedrick
- *The Art of the Handwritten Note* by Margaret Shepherd

Summer Reads

- *The Billionaire Who Wasn't: How Chuck Feeney Secretly Made and Gave Away a Fortune* by Conor O'Clery (2013)
- *Life is What You Make It: Find Your Own Path to Fulfillment* by Peter Buffett (2010)
- *In a Heartbeat: Sharing the Power of Cheerful Giving* by Leigh Anne and Sean Tuohy (2010)
- *Patience and Fortitude: Power, Real Estate and the Fight to Save a Public Library* by Scott Sherman (2015)
- *Ray & Joan: The Man Who Made the McDonald's Fortune and the Woman Who Gave It All Away* by Lisa Napoli (2016)