

Evolving from the Transactional Method of Fundraising

To find true joy in our role as board members and volunteer supporters and fundraisers, it is important to conduct a self-assessment as to what will allow us to most fully and organically engage with the mission of the organizations we serve.



TIME

How much time do you truly have to give?



TALENT

What are your gifts and how do they correlate to the needs of the organization?



TREASURE

If you have time and find ways to use your talents, then you are more apt to give your treasure or financial resources, to the organization. How much do you have to give? What legacy do you want to leave? What life do you want to lead?



TESTIMONY

You will have the most rewarding experiences in spaces and places where you can both receive and tell your story and how the mission integrates with your past, present and/or future.



TRANSPARENCY

Bring your best authentic self to the work of boardship and nonprofit leadership and create an environment where senior staff will do the same with the board.



TRUTH

Many different things can be true simultaneously. Does the mission of the organization and volunteer work speak to truths of causes you want to support and solutions to issues we face as a society?



TRUST

If the board and leadership does not trust in the ability of an organization to fulfill its mission, others will follow suit. People give to people. Most often, donors need to build relationships with you, in order to build relationships with and trust the work of the organization you serve.



“Fundraisers are beacons of light and hope, illuminating the path to the good work needed in the world today.”

— Yolanda F. Johnson



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Yolanda F. Johnson

yolandafjohnson.com



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