



# **Exercise #1**

## **Myths and Facts about Fundraising**

### **1. Fundraising will solve a current financial crisis**

*Myth*

*Truth*

### **2. The 90/10 Rule doesn't apply to Fundraising**

*Myth*

*Truth*

### **3. Fundraising should be conducted by board members and volunteers**

*Myth*

*Truth*

### **4. Fundraising is a very expensive adventure**

*Myth*

*Truth*

### **5. Appeal to foundations first in your fundraising effort**

*Myth*

*Truth*

### **6. Special events are the best way to raise significant dollars**

*Myth*

*Truth*

### **7. Raising funds is a one and done type of event**

*Myth*

*Truth*



## **Myths and Facts about Fundraising**

**8. Organizations aren't entitled to support; they must earn it**

*Myth*

*Truth*

**9. Successful fund-raising is not magic; it is simply hard work on the part of people who are thoroughly prepared**

*Myth*

*Truth*

**10. Fund-raising is not raising money; it is raising friends**

*Myth*

*Truth*

**11. You do not raise money by begging for it; you raise it by selling people on your organization**

*Myth*

*Truth*

**12. People do not just reach for their checkbooks and give money to an organization; they have to be asked to give**

*Myth*

*Truth*

**13. You don't wait for the "right" moment to ask; you ask now**

*Myth*

*Truth*

**14. It takes time, patience, and planning to raise money**

*Myth*

*Truth*