

Pride and Prejudice and Fundraising

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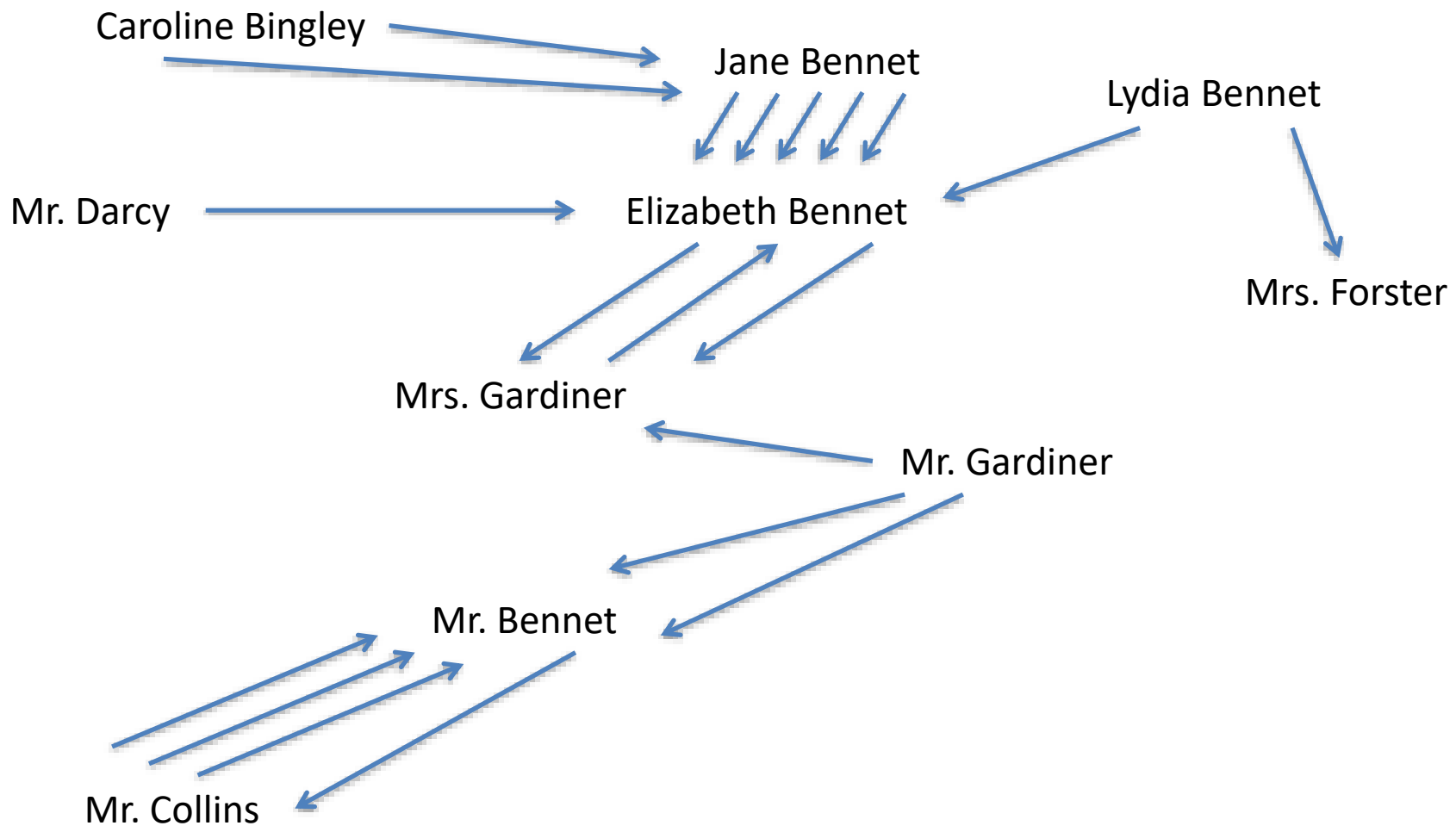
Why Pride and Prejudice?



A Competitive ~~Marriage Market~~ Fundraising Environment

Do's	Don'ts
Start by building a relationship	Treat every donor the same
Personalize all communications	Ignore a donor once they've given a gift
Use as much data as you can get	Only ask for money
Encourage mutual respect	Work in a vacuum
Keep records of conversations and interactions	Focus on only the needs of the organization
Look for efficiencies	Run away with a scoundrel who is intent on disgracing you Get carried away

The Power of a Well-Written Letter



First Impressions

Being visible in a roomful of people

The power of conversations

Preventing negative assumptions

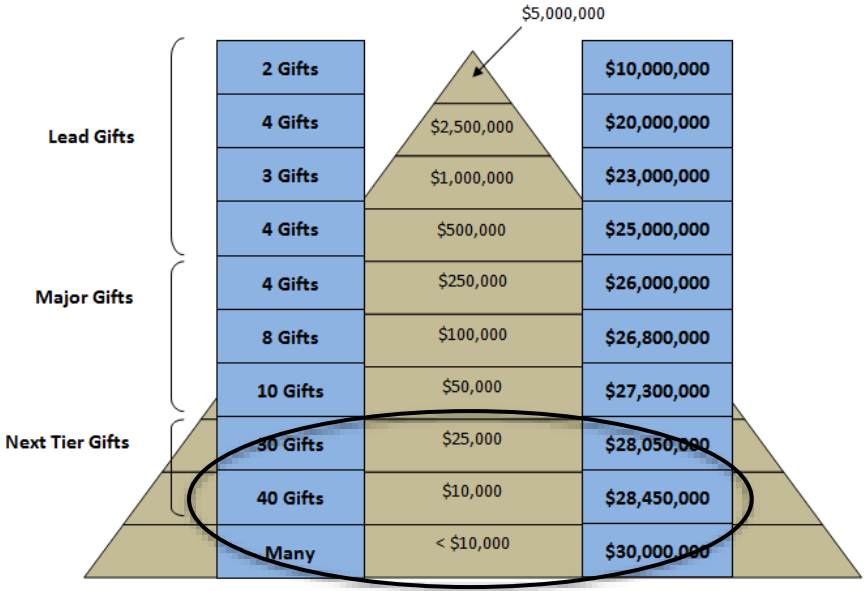


Persistence in the Face of Rejection



Standing out in the noisy world of fundraising

The Power and Risks of a Campaign



Don't surprise your volunteers



Why wait?

“My good opinion once lost is lost forever.”

“She was a woman of mean understanding, little information, and uncertain temper.”

“He was at the same time haughty, reserved, and fastidious, and his manners, though well-bred, were not inviting.”

“You expect me to account for opinions which you choose to call mine, but which I have never acknowledged.”

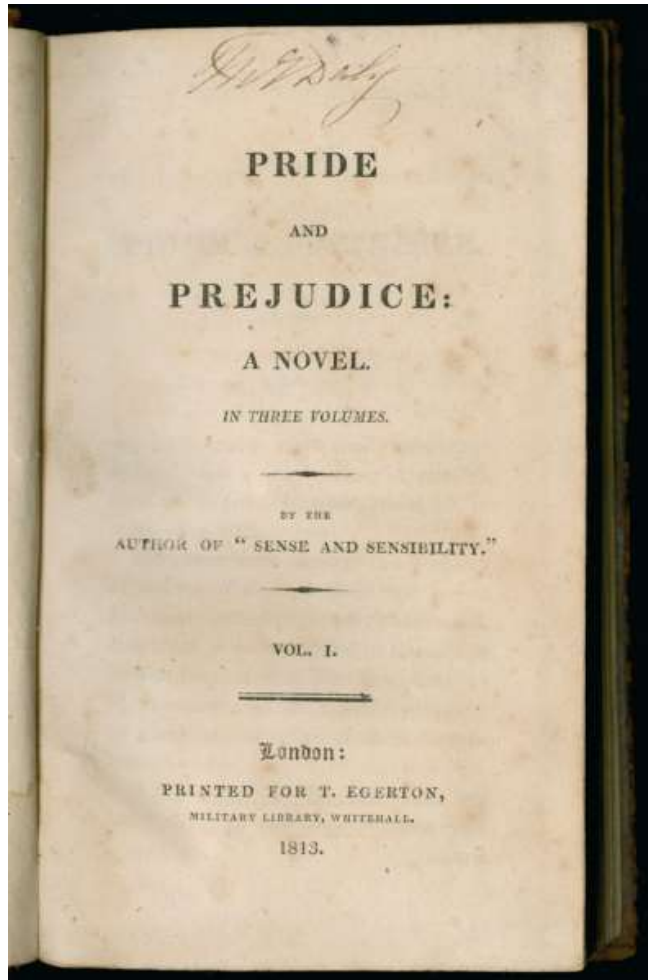
“You must give me leave to judge for myself, and pay me the compliment of believing what I say.”

Examples

Lessons Learned

- Listen more than you speak
- Personalized everything – letters, conversations, solicitations, etc.
- Use data, but don't depend on it
- Don't let others be caught without information
- Save your opinions for when you need them most
- Don't judge too quickly

Contact Information



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