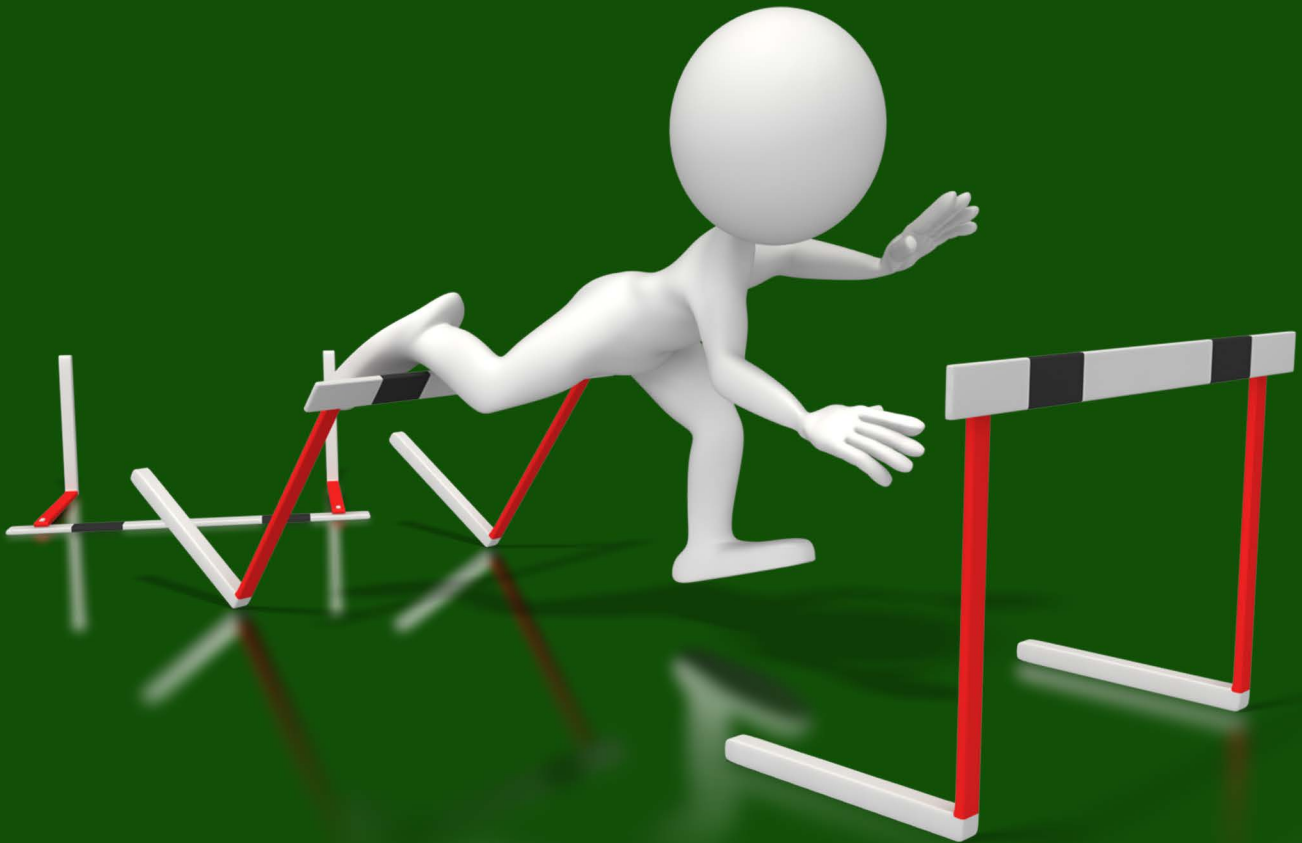


Major Gifts Ramp-Up **TOP FIFTEEN FUNDRAISING HURDLES**

*...that must be overcome in order
to cross the campaign finish line*





Top Fifteen Hurdles That Must Be Overcome to Avoid Campaign Failure

1. Launching a campaign under the leadership of a weak CEO
2. Launching a campaign under the leadership of an incompetent Board of Directors
3. Demanding that your board members fundraise
4. Spending tens of thousands of dollars on feasibility studies that are inconclusive
5. Allowing consultants who perform inconclusive feasibility study to run your campaign
6. Weak institutional case and/or weak project case
7. Not identifying and cultivating in advance a sufficient number of donors to reach goal
8. Not waiting for the right campaign chair (or co-chairs) to commit to lead your cabinet
9. Not building a large enough campaign cabinet comprised of veteran fundraisers
10. Not equipping campaign visitors with the tools and training they need to succeed
11. Not securing a large enough leadership gift at the beginning of the campaign
12. Asking for the gift before the prospect has been properly cultivated
13. Not following up properly to secure the gift once the solicitation has been made
14. Disregarding your plan of care for a donor who has already given their gift
15. Disregarding new prospect acquisition forcing existing donors to give over and over

AUTHOR – TOP FIFTEEN CAMPAIGN HURDLES

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James P. LaRose, CFRE, CNC known around the world as “Jimmy LaRose the Fundraiser's Fundraiser,” continues to transform nonprofit executives tasked with the raising of money in a tumultuous 21st Century economy. His passion for the nonprofit sector is without bounds and his love for the leaders who serve is unparalleled. His heroes are those men and women of the charitable world who lay down their lives daily for the hurting and the hopeless. He’s spent the last twenty years supporting executives, volunteers, staff and board members across six continents who spend themselves in service to others. Jimmy is fond of sharing with professionals that, “Money chases after ideas, and there will always be



generous people who will amply support a great dream backed by a sound plan.” Jimmy is the founder of the National Development Institute, Development Systems International and ProPlatforms.com. He is the author of the internationally recognized fundraising series MAJOR GIFTS RAMP-UP and is the designer of the MAJOR GIFTS RAMP-UP CLOUD, a complete back-office for nonprofit executives. Jimmy led the design team that established Certified Nonprofit Consultant (CNC), a credentialing process that supports nonprofit executives committed to sharing their management experience with

their peers. He is the co-founder of the CauseCause.com platform, an online social media community network that supports citizens of the world committed to advancing the common good. He is the co-founder of DonorScope.com, a web-based research portal that identifies altruists, philanthropists and their capacity to give to causes for which they personally care. Jimmy has been credentialed by the National Development Institute as a Certified Nonprofit Consultant (CNC) and holds the Certified Fund Raising Executive (CFRE) certification. He is the founding President of the Western Maryland Chapter of the Association of Fundraising Professionals (AFP) and is a graduate of AFP's Faculty Training Academy (FTA) and has been named by the AFP as a “Subject Matter Expert” on the raising of money. Jimmy has also served as a specialist with the U.S. State Department's Speakers Bureau and has traveled the world working with embassies, foreign governments, and leaders to promote philanthropy and civil society in developing countries. He is a graduate of Indiana University's Executive Leadership Program, Indianapolis, IN, the National Planned Giving Institute, Memphis, TN, Tennessee Temple University, Chattanooga, TN. Jimmy and his wife Kristi make their home in Lexington, SC.

ADDITIONAL ONLINE FUNDRAISING RESOURCES:

www.MajorGiftsRampUp.com

www.FundraisingFarmer.com

www.Development.net

www.DonorScope.com

www.facebook.com/James.P.LaRose

www.ConsultingCertification.org

www.NonprofitConferences.org

www.PAXglobal.com

www.JimmyLaRose.com

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