



How to be a good advocate for non-profit organizations

1. **Think of yourself as a social investor.** You aren't just giving your money away. You are investing in an organization that will bring a social ROI that benefits our entire community.
2. **Learn all you can about the organizations you love.** Ask good questions. Be curious. Don't assume the answers. If you don't understand why they do something a certain way, ask.
3. **Be an enthusiastic ambassador!** Find ways to talk up the NPO's you love wherever you go. This isn't hard to do when you are feeling especially passionate about your cause! Use social media, your Christmas letter, talk to your golf team, book club, family and friends. Introduce new people to organizations that they may learn to care about too!
4. **Be proud to fundraise!** Stop believing that fundraising is something awful. Connecting people with resources who share values with organizations that are making our community a better place to live is a NOBLE act! Don't apologize!
5. **Stop making the argument that non-profits just need to 'run like a business'.** Most businesses are mediocre at best. Our NPO's need to be exceptional organizations that use smart strategy, exercise discipline, engage the right people and bring real value to our community.
6. **Support general operations as well as programs.** Successful organizations need appropriate infrastructure. They need appropriate tools and technology, workspace and qualified staff to do their jobs well. Don't measure NPO's ONLY by the percentage spent on fundraising and administration. Look at their outcomes.
7. **Support equitable NPO leadership pay.** NPO CEO's deserve to be paid on the value they provide. Working in a NPO shouldn't require a vow of poverty. We don't measure the efficiency of any other sector by how much they pay their CEO.
8. **Be thoughtful and strategic about your giving.** Think about what you want to accomplish through your philanthropy. Talk to your favorite organizations to figure out how to maximize your impact.
9. **Think about Legacy giving NOW** and let the NPO's know your plans. Don't forget to talk about your philanthropic intent with your children and family. Teach your children about philanthropy.
10. **Share your donor story.** Allow NPO's you support to share your giving to motivate others. Be loud. Be proud.

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