Fundraising is Honorable Work

We choose to work for non-profit organizations to support their missions. We choose to engage in fundraising to support a mission that matters to us and to the world. **Our work is honorable work.**

Know that your work is honorable work. Our labors are essential. We are ambassadors of organizations and missions that matter; that are dedicated to improving the common good.

Sometimes people refer to our work in disparaging ways. Occasionally I have heard people make comments to those nearby, meaning to be humorous. Comments like, "You had better grab your wallet. Close your purse. Here comes the fundraiser!" Do you feel misunderstood when you hear such comments? I do, because such comments do not represent our purpose or efforts. What we do is connect with people and educate them about organizations that are having a terrific impact in the lives of others and in our world. We have vital and strategic positions of responsibility. We go and engage others in our communities and invite them to join with us in the important missions that we represent. We help people put their values into action and live out their full potential to make a positive impact in the world. That is honorable work.

It is work that is deserving of respect. I have observed that those who are in the business of making major gifts respect us as major gift fundraisers. They understand that it is not easy work. They appreciate that it can be challenging work. Many donors are also volunteers for non-profits and have experienced firsthand how taxing it can be to raise money for organizations. Perhaps as board members they have had an "insider's view" of the complex operational dimensions of fundraising. Such experiences enlighten them to recognize and admire a good major gift fundraiser when they encounter one.

Frequently donors come to appreciate our personalities and our style. They value how we represent our organizations and engage with them. Some donors come to grow fond of us because of the intimate relationship that philanthropy can induce between donors and fundraisers. Their responses toward us underscore that we are involved in honorable work.

Don't you think that donors are among the greatest people on earth? These are the people with whom we are privileged to encounter. Our role enables us to interact with some of the finest people on this planet. Many are amazingly intelligent and insightful. They are thoughtful and strategic. They desire to utilize their wealth to make the greatest impact possible.

These are people with whom we develop relationships. In effect, the work we perform is catalytic as we guide people in the transference of wealth to accomplish good. And our work is catalytic in that those who make gifts of significance are made better for having made such commitments. It is a privilege and joy to be fundraisers.

We serve as facilitators between generous philanthropists and great organizations. We stand in the middle, identifying the passions of these donors and connecting them with vital dimensions at the heart of our organizations. We strive to bring them together, and when we succeed, terrific things can unfold. Fundraising is essential to the growth and development of the missions of our organizations.

Ours is an honorable profession. We do critically important work that changes lives and makes the world a better place to live. This could not be done without us. Take pride in the contributions you make to transform the lives of your organizations' donors and help fulfill the mission of your organization. Indeed, fundraising is honorable work.