

# TEN COMMANDMENTS OF FUNDRAISING

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(excerpted from *The Literary Journal Institute Toolkit*)

1. ***If you don't ask, you don't get*** Nobody will write you a check unless you ask him or her to do so. Your point of view should be that potential funders *want* to contribute to your cause—and that they are waiting to be asked.
2. ***If you want advice, ask for money; if you want money, ask for advice*** Many potential funders will ultimately respond to a request for advice with a check. Current funders can also provide entrée to new potential sources of funding—and now you have a reference...
3. ***You are not asking for money, you are providing opportunities to give*** Nobody should be solicited with every piece of correspondence, but (see #1!) a single request can easily be ignored, and funders cannot continue to contribute unless you continue to ask.
4. ***Be specific*** When writing a fundraising letter or creating a grant proposal, keep your request clear and focused. You may have twelve needs for money, but *this* request should only be for *one* of them.
5. ***Do your homework*** Before approaching a foundation for support, request a copy of their application guidelines and ask for a copy of their final report. The latter will list past grantees. Do you fit into this list? Does your project further the mission of the foundation? Know the answers to these questions *before* you send a request or call the foundation to discuss your project.
6. ***Less is more*** When requesting project support, detail the components of your project as concisely as possible. Your proposal represents only one step in the process of receiving a grant; don't hinder the process with unnecessary verbiage.
7. ***Take "No" as an invitation*** Approach rejection proactively. Contact the funder and ask for advice (see #2!) on improving your proposal. Perhaps you can apply again, or perhaps you will receive additional potential sources for support.
8. ***Compartmentalize*** Break down what you do into as many different components as possible. Match specific projects or areas with the specific interests of potential funders (i.e., a foundation that does not generally support publishing may support your reading series, or they may provide funds to create an Internet site or special translation series).
9. ***Say thank you*** Express thanks for advice or gifts and acknowledge all checks promptly. Don't ask for support again if you haven't acknowledged a previous gift.
10. ***Ask again*** Once an individual has contributed money, don't forget to ask him or her again. Keep a calendar and ask again at the same time next year ("It's time to renew your commitment..."). Continue to ask potential funders each year, too, but be sure to thank them and ask for their advice along the way!