

# Fundraising and Activism

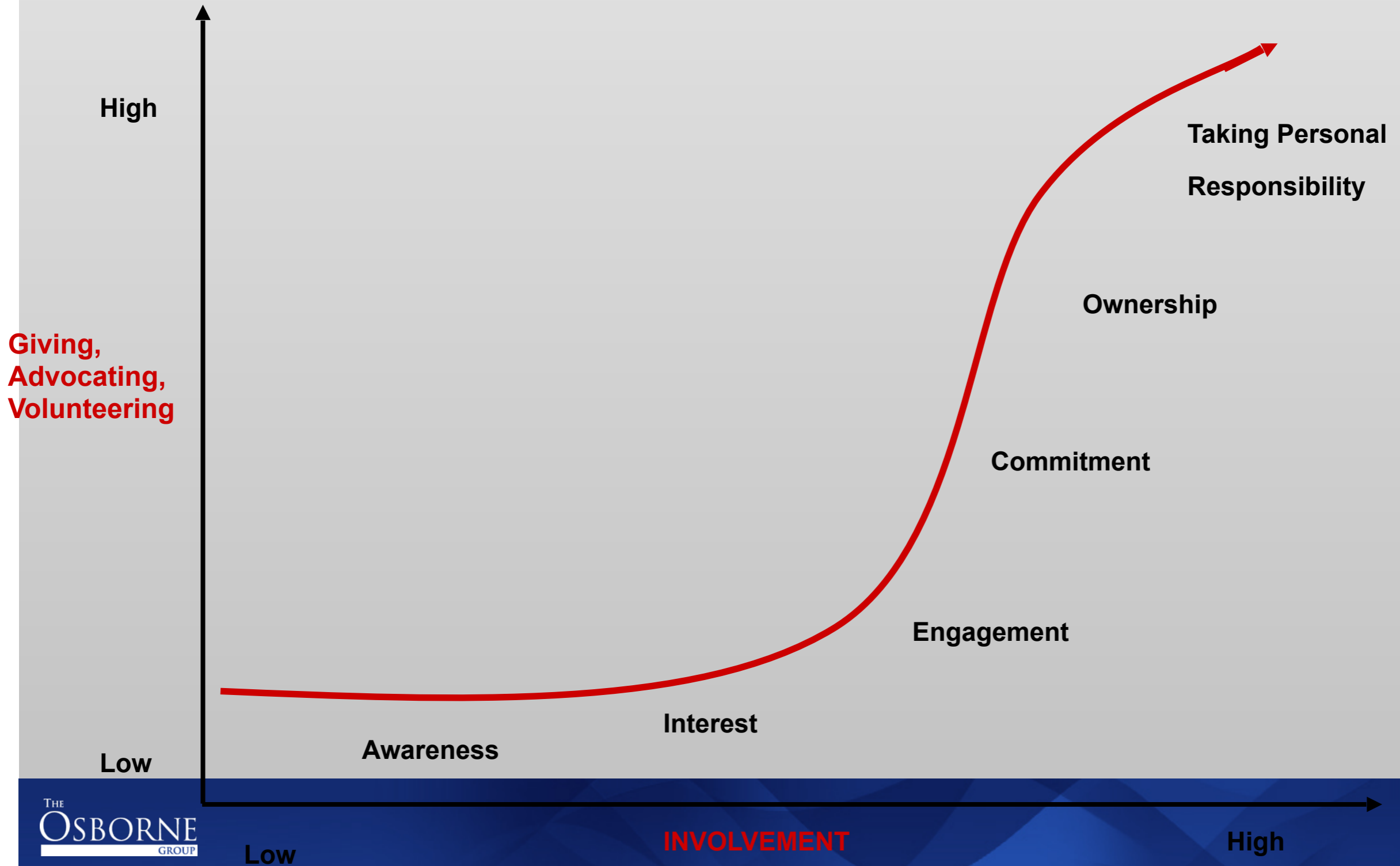
International Fundraising Festival  
April 2013

**What are the skills and characteristics of a fundraiser?**

**What are the skills and characteristics of an activist?**

# Vision and a Reality Check

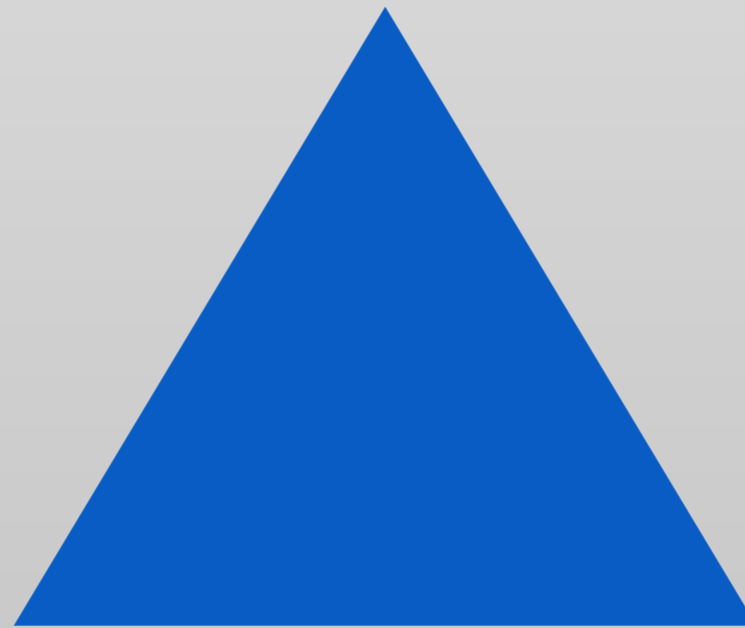
**The Tarnside Curve of Involvement**  
Developed by Peter Boggen,  
Tarnside Consulting, UK



Motivation **NOT** Education

# Campaigning: narrowing certainties

Action



Start

**K.I.S.S.**



# If There is a Fire

- Raise the alarm
- Go immediately to a place of safety
- Call fire department

\* Crowdsourcing LLC 2012

# If There is a Fire

- Network with neighbors
- Explain issues and process of ignition, fuel effects, oxidation and ion plasmas
- Educate decision makers on creating a culture of fire prevention and an adequately resourced fire department
- Ask neighbors to join in

\* Crowdsourcing LLC 2012

# What Are You Engaging People With?



# Engagement Catalog

# Thank You!

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