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

High
Giving,
Advocating,
Volunteering

Low

High
Taking Personal
Responsibility

Ownership

Commitment

Engagement

Awareness

Interest

INVolvEMENT

Low
High
Motivation NOT Education
Campaigning: narrowing certainties
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?

Yes to Mission, Values

Yes to Leadership, Vision, Plan

Yes to Role of Philanthropy

Yes to Concerns Addressed

Yes to Scope, Purpose

Would you consider…?
Engagement Catalog
Thank You!

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