



## Motivational Stories

*This compendium of wit and wisdom will help you rediscover the heart of your work.*

BY TERRENCE FERNSLER

### ***Make a Note of It: Wit and Wisdom from Fundraisers for Fundraisers***

*By William A. Olcott. 138 pages. Hardcover. Chicago: Bonus Books.*

**T**his book of little reminders and lessons is both instructive and inspirational. Some of the stories are of persistence and commitment to quality. Some are of generous, innovative people such as Aaron Feuerstein, a truly community-minded person, and early charity pioneer Nelson H. Baker.

The stories are geared to fundraisers—although Olcott argues that every one of us is a fundraiser. Our task, he believes, is to develop relationships. Doing the routine allows us to perform the essential and extraordinary. It's up to us, he suggests, to prevent the "caring fatigue" that infests society today and to remember that fundraising is a matter of giving to, or empowering, our supporters.

As fundraisers, we must have integrity, bold vision, and persistence. We must work long hours—it's a condition of being a great fundraiser, Olcott says—while taking care not to become victims of overload. We need to remember that we don't have to be the life of every party and the one with all the answers. We must believe in and enjoy what we do—learn to live, not to succeed.

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is a fundraiser.***

The book brims with tips, such as four fundamentals for helping our organizations survive:

- Learn as much as you can about the field of fundraising. Share experiences, problems, and solutions.
- Practice the basics of fundraising, such as thanking donors.
- Integrate new technology into your everyday efforts.
- Be sure ethics are always part of your fundraising. Accountability and credibility are essential. Winning at the cost of ethics is really losing.

Olcott tells us there is a spiritual essence in doing good that benefits beneficiaries, donors, and fundraisers. He urges us never to pass up opportunities to reach out.

He wants us to dream, be creative, surround ourselves with diversity. Figure out what fun means to us and take the time for it. Remember humor at work. Evaluate our goals and give ourselves positive, not negative, stress. Learn how to learn, how to ask for help, and how to build a support system.

Today we face a bewildering mix of competition and change. Change itself is changing, creating a whole new world with a fresh set of problems. This book of essays and anecdotes will help us through it. ■

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