



# TEN TOP LESSONS LEARNED IN 30 YEARS

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**E N T J**



Know Yourself



# Passion



# PASSION

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**I'm A Firm Believer In The Theory That People Only  
Do Their Best At Things They Truly Enjoy. It Is  
Difficult To Excel At Something You Don't Enjoy.  
~ Jack Nicklaus ~**



## Opportunity Offerer





# Mallabone's Fundraising Law



## Making the Case



# Donor Centered Relationships



## It's About the Money



# Five Moons

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1. Amount
2. Timing
3. Project
4. Who's Asking
5. Who's Being Asked

## Five Moons



## Power of the Peer





# Stay Focused

