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Your organization is an intermediary

One of the more interesting words I recently heard used to describe nonprofits is as “intermediaries.”

Under this way of thinking, your organization isn't the protagonist in your story.

Instead, those who support your organization are the protagonists. The donors, whether individual or institutional.

Their passion is what matters.

Passion for what? Not for your organization, although they may well also have that.

Instead, it's their passion for the community impact or change that you're making.

You are the intermediary that helps the donor make the impact that they want, where the donor can't do the work directly.

If you start thinking this way, you'll avoid the trap of your fundraising materials being all about how great the organization is. Your case should instead be about the tremendous impact the donors are making for the community and how satisfying it is to play a key role in making that change happen.

You are the intermediary.

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