

Six Secrets of Being a Successful Fundraiser

Habits and behaviours that make a fundraiser special and drive results

Delegates from previous conferences have fed back that they like sessions that stare into the future. This Focus-On session at National Convention 2008 did just that and now we're sharing the **Six Secrets of Being a Successful Fundraiser**.

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Behaviours and cultures are the zeitgeist in fundraising management theory. There is no doubt that the great fundraisers and fundraising departments have distinct habits and learned behaviours that supplement their hard skills. This is what makes them different and drives performance. But what are these mysterious character traits and behaviours? The Six Secrets were revealed at National Convention 2008. For more information visit www.nationalconvention.org.uk

- [Introduction \(4655kb\)](#)
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