



Find Your Fundraising Mindset

AGREE
 NEUTRAL
 DISAGREE

⊗ ⊖ ⊗

01	Some people are just naturally better at fundraising than others.				
02	If presented with an inspiring opportunity, people will give generously.				
03	Money for charities is limited and, as a result, people need to be persuaded to make a contribution.				
04	In my nonprofit, fundraising is everyone's responsibility.				
05	It's easier for larger nonprofits to raise funds than smaller ones.				
06	When it comes to asking for money, donors are already open to making a contribution and don't need to be convinced.				
07	It's essential that you get "fundraising" right the first time, because you may not get a second chance.				



Key

	⊗ ⊖ ⊙		⊗ ⊖ ⊙
01.	0 1 2	08.	2 1 0
02.	2 1 0	09.	0 1 2
03.	0 1 2	10.	0 1 2
04.	2 1 0	11.	0 1 2
05.	0 1 2	12.	2 1 0
06.	2 1 0	13.	2 1 0
07.	0 1 2	14.	2 1 0

Scale

19-28

High Abundance
Fundraising Mindset

10-18

Moderate Abundance
Fundraising Mindset

0-9

Scarcity Mindset

AGREE
 ⊗

NEUTRAL
 ⊖

DISAGREE
 ⊙

		AGREE ⊗	NEUTRAL ⊖	DISAGREE ⊙
08	Generally, people are interested in hearing about an opportunity to do good for others.			
09	Generally, most people are skeptical about giving money to a nonprofit.			
10	Truly gifted fundraisers don't have to work as hard as those who don't have the gift.			
11	When it comes to fundraising, it's easy to get discouraged.			
12	Anyone can learn to be a good fundraiser.			
13	When some declines my invitation to give, I feel like I just haven't found the right way to ask yet.			
14	Advancing the greater good is the biggest priority in our organization.			

