

# THE JOY OF FUNDRAISING

*Focus Your Mind to Generate Better Fundraising Results*

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**CLARIFY IN DETAIL THE RESULT OR IDEAL FUTURE THAT YOU WANT AND WHY YOU CARE ABOUT IT**

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**ACCURATELY DESCRIBE THE CURRENT SITUATION AND WHY IT'S IMPORTANT TO CHANGE IT**

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**WHAT IS THE STORY ABOUT WHAT YOU EXPECT TO SEE AS A RESULT? BUILD MENTAL MODELS**

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**IDENTIFY THE OBSTACLES THAT COULD PREVENT YOU FROM ACHIEVING YOUR IDEAL FUTURE**

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**IDENTIFY THE PEOPLE, KNOWLEDGE, SYSTEMS, AND OTHER RESOURCES THAT COULD HELP YOU**

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