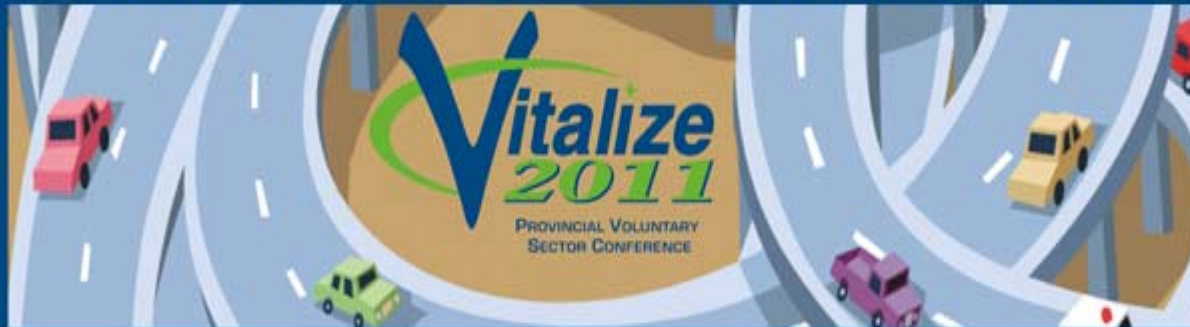


SHIFTING GEARS & CHANGING LANES



Top Ten Lessons Learned From 30 Years in Fund Development

E.H. Guy Mallabone, MA, CFRE

Tuesday, June 14, 2011

E N T J



Know Yourself



Passion



PASSION

**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



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



Five Moons



Power of the Peer



Stay Focused