



March 2008

Dear Friends and Colleagues,

If I've heard it once, I've heard it a hundred times, the question "How can you ask someone for money?" I typically respond with a smile and say, "Its fun!" Oh, how many times would I have preferred responding with, "And I bet you enjoy looking at your banker's ledger determining whether a number should be green or red," or "My, how satisfying it must be to ponder whether you should rotate the tires before changing the oil or vice versa." I apologize for my glibness, but the misinformed just don't get it. I am a fundraiser. It would not be easy to ask for money if that is what I did. I don't. I make dreams come true. Now, I ask you, compare the "make dreams come true" profession with any other and tell me who has the better job.

Granted, there are times I deal with people who don't have dreams and therefore my ask is misplaced and received with a blank stare and a "You want me to do what?" retort. And there are people who thought they had dreams but it was simply some misinterpreted REM (rapid eye movement) sleep. I think those folks are also the ones who's eyes get real big when you put a number in front of them to consider. Yet, those individuals are not what fundraising is all about. Fundraising is matching a vision with a dream. I get a chance to make them both come true.

We work in a rewarding profession. We can measure our rewards by lives saved, meals cooked, books read, or diseases prevented. We should also measure these rewards by smiles shared, prayers answered, tears shed, and yes, dreams come true.

Sincerely,

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