



Fundraising's Five Essential Truths

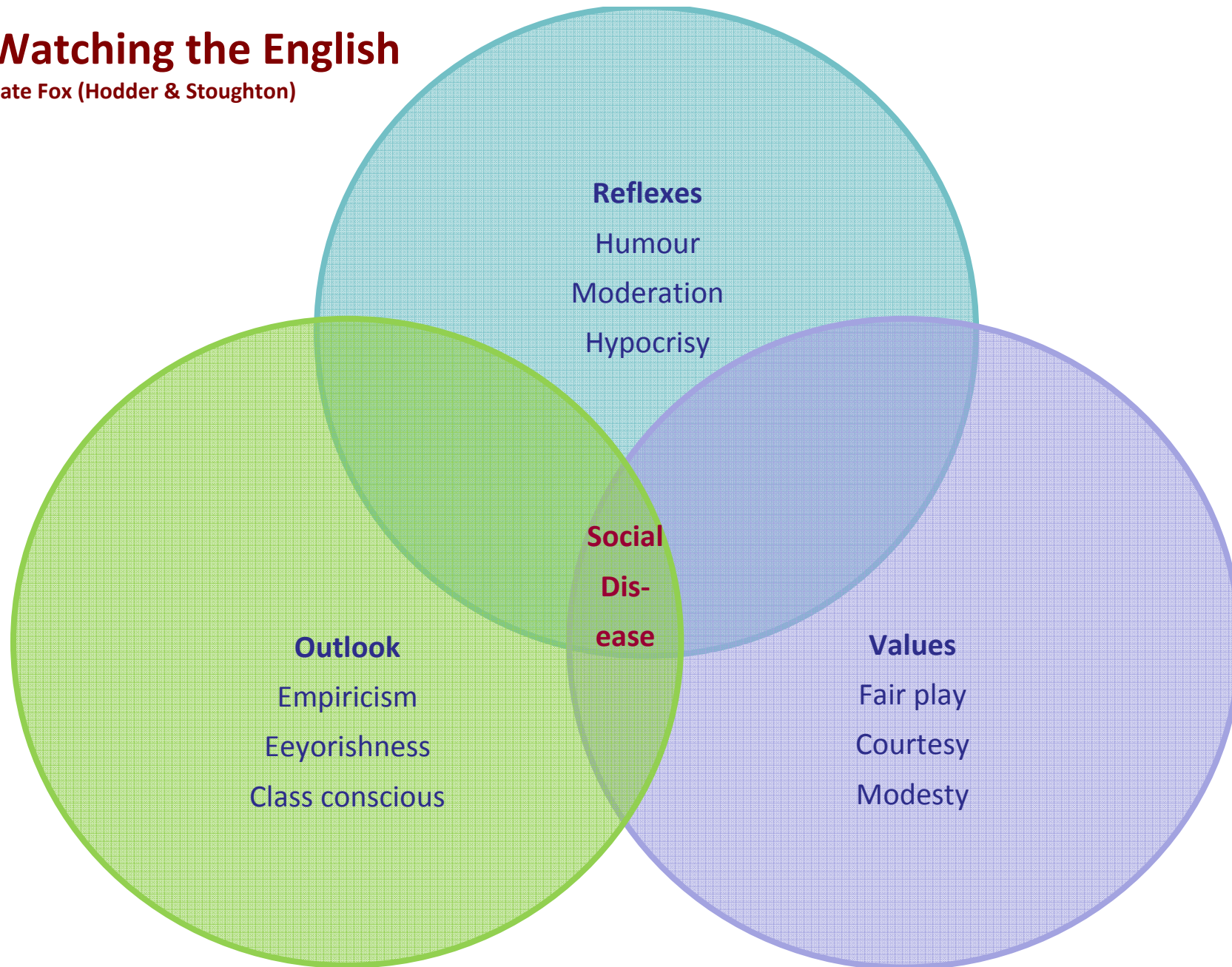
Jonathan Farnhill

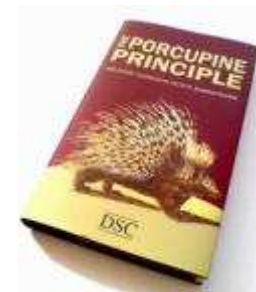
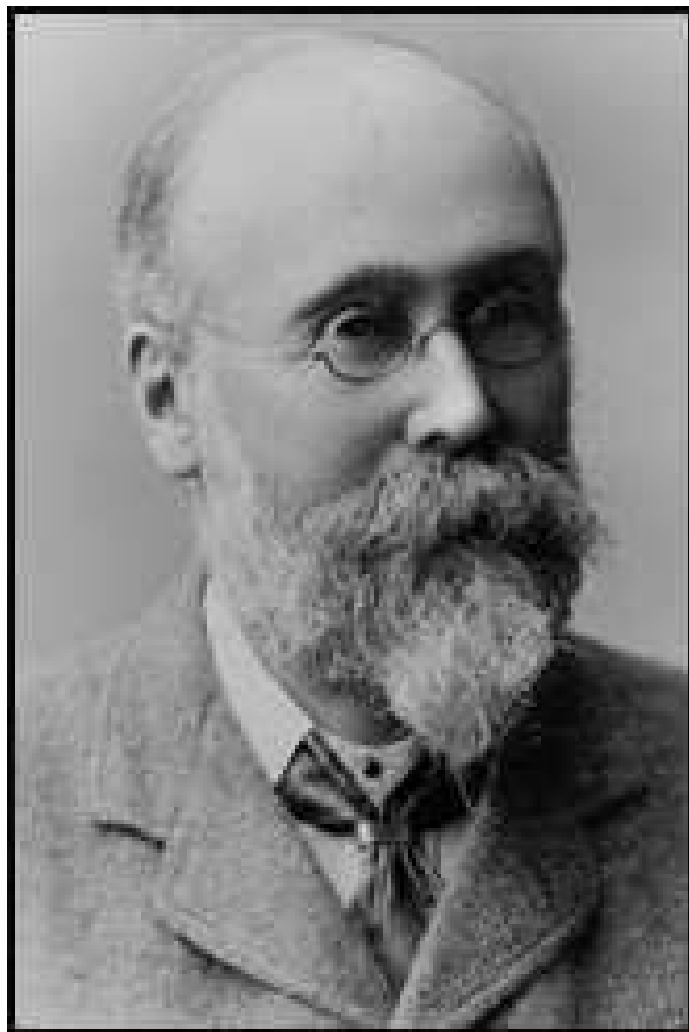
FAN Conference, York

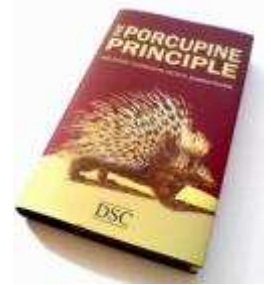
November 18th 2011

Watching the English

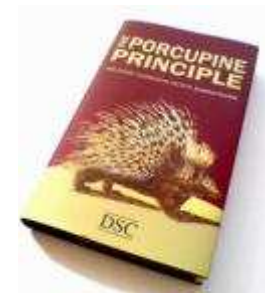
Kate Fox (Hodder & Stoughton)





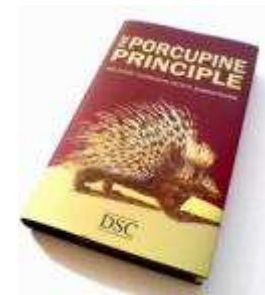


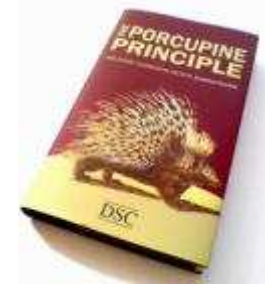
An escalator is never broken,
but sometimes it becomes stairs.

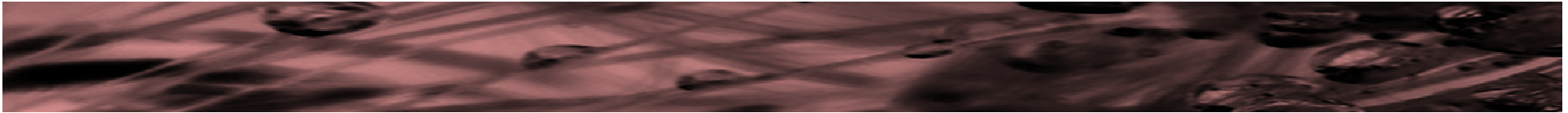


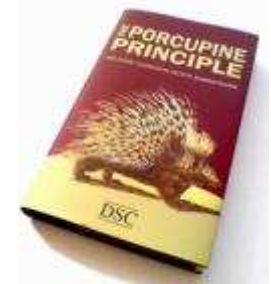
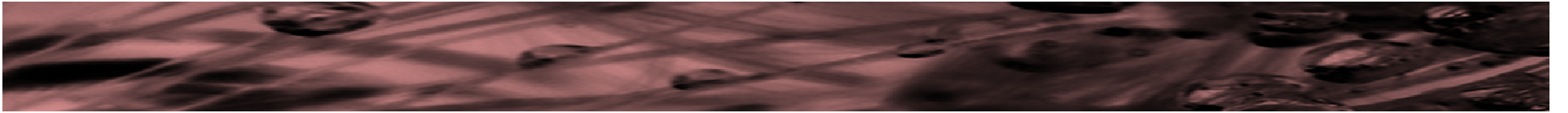
The five essential truths

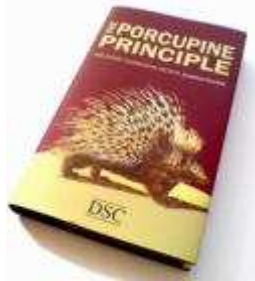
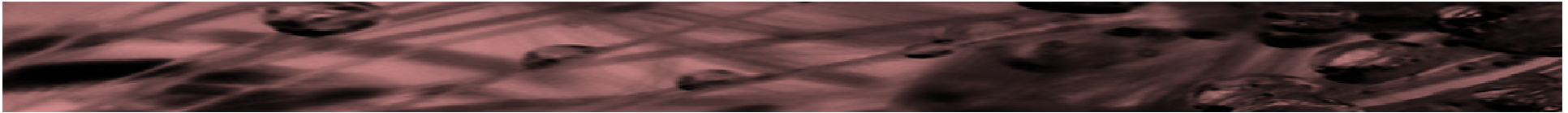
- ≈ Life is hard
- ≈ You are not that important
- ≈ Your life is not about you
- ≈ You are not in control
- ≈ You are going to die

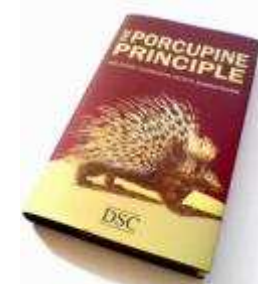


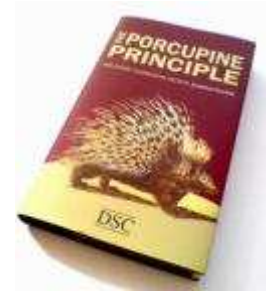






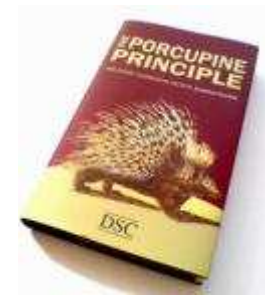






The myth of talent

- ≈ 10,000 hours of purposeful practice
- ≈ Knowing your stuff
- ≈ Failure is an inevitable part of the process of succeeding
- ≈ Feedback loops
- ≈ Expert-induced amnesia





Fundraising's Five Essential Truths

Jonathan Farnhill

FAN Conference, York

November 18th 2011