**1 What is fundraising?**

What is Fundraising?

Here’s some definitions to reflect on…

*The principle of fundraising is to raise money by asking for it.*

from The Good Fundraising Guide: Where to Start

by The Institute of Fundraising

*A conversation about unfulfilled ambition (or vision).*

From An Introductory Guide to Fundraising by Samayasri, also in the Fundraising section of this website – check it out!

*Fundraising is one of the most effective transformative tools I know. Indeed I regard it as the ’secret’ or ‘tantric’ teaching of the FWBO, and I am sure I would not have joined the Order without it. It is a practice embodied by Green Tara: reaching out into the world, whilst remaining in touch with your own inner world. Fundraising is a magician’s hinge, the passage between worlds. Yours and other peoples.*

Manjusvara in the training section of www.appeals.karuna.org

*It could be said that a great fund-raiser is a broker for the sacred energy of money, helping people use the money that flows through their lives in the most useful way that is consistent with their aspirations and hopes for humanity. It could be said that the best financial advisor is really someone who can inspire a client to do the same – to invest money in ways that contribute the most to a meaningful, fulfilling life. It could be said that each of us has the opportunity in our own lives to steward the flow of money; whatever level comes our way.*

Lynne Twist, veteran fundraiser and author of ’The Soul of Money’, Norton, 2003.