



Lessons Learned: Major Gift Fundraising Circa 1891

How to Ask: Frederick Taylor Gates

April 17, 2020

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Philanthropic Consulting, LLC

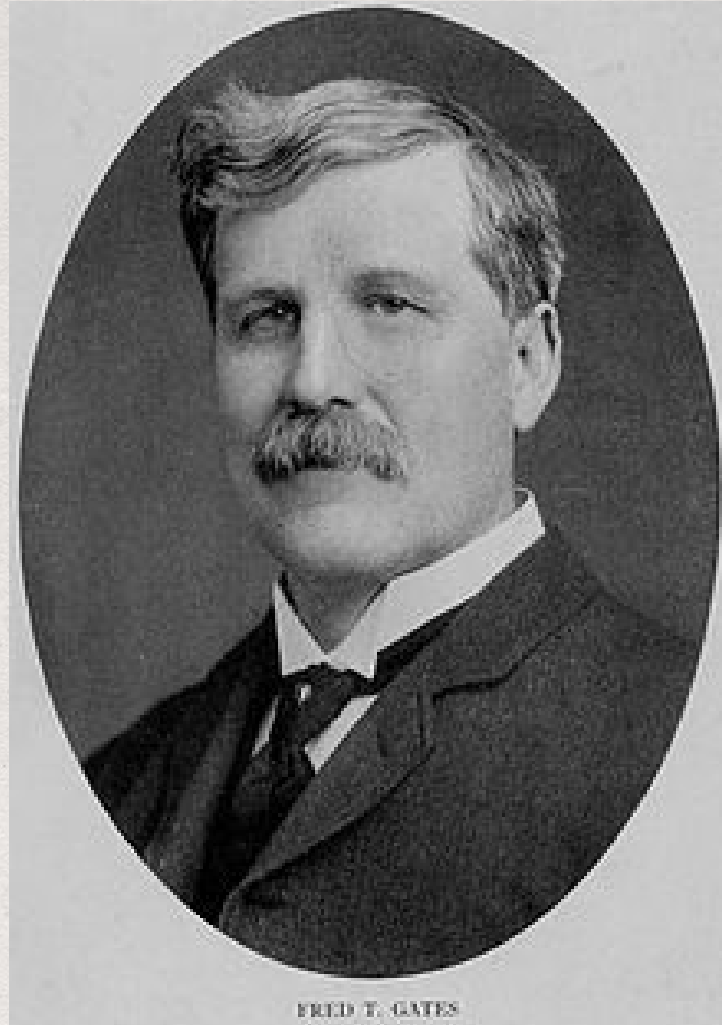


Lessons from the Past

A letter from the
Reverend Frederick Taylor Gates April 20, 1891 to
Brother Sunderlund regarding his work soliciting money.

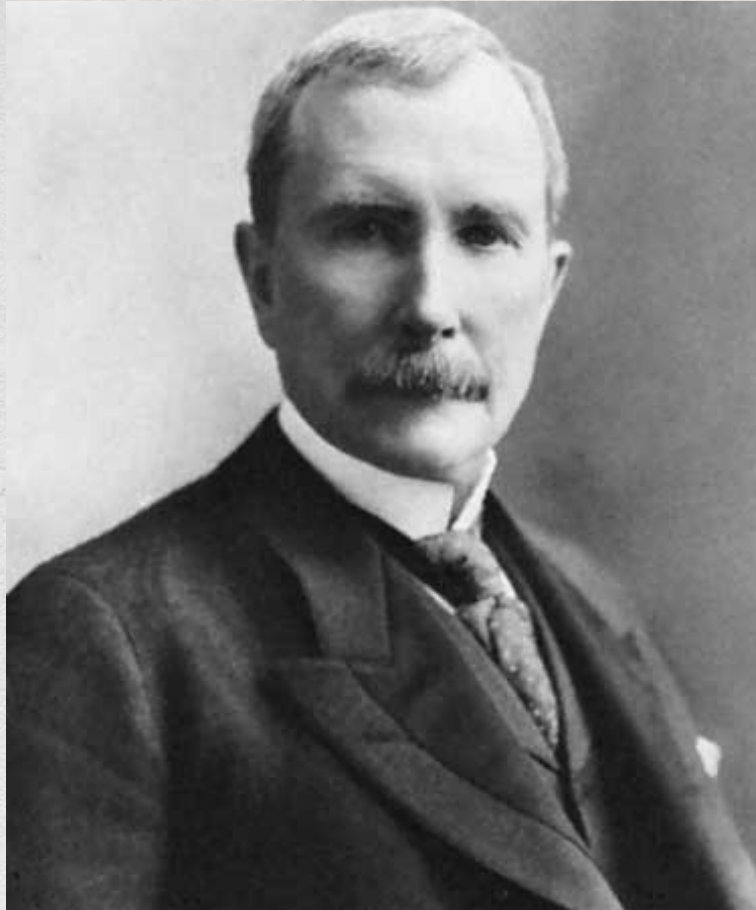
Note: The complete letter is available for download at the Rockefeller Archives.
I was first made aware of its contents by Donald Campbell,

Frederick Taylor Gates



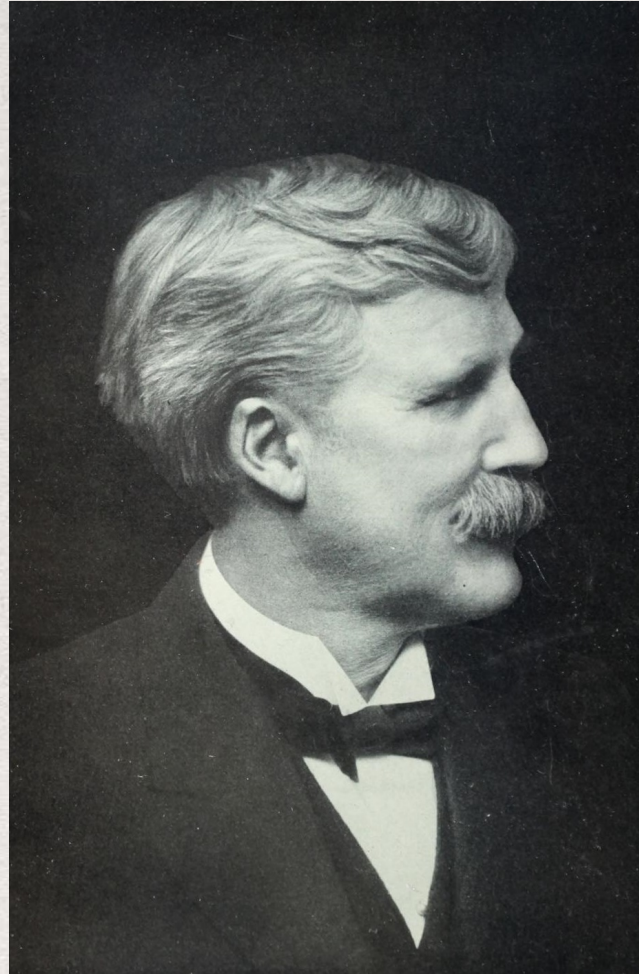



John D. Rockefeller, Sr.





Frederick Taylor Gates





“Dress well,
let your linen
be immaculate.”



“Keep absolutely
and serenely
good humored.”




“Announce yourself,
But not your
intentions.”




“On entering,
go straight to
your prospect.”



“Keep your victim
good natured.”



“If you find the victim
big with gift,
do not rush him
too eagerly to the birth.”



“Appeal only
to the
Noblest motives.”



“Never let a week pass
without some
public notice of your work.”



“Have a companion
in your canvass”




“Let the victim talk
freely.”



“If you find him taciturn,
do not try to make him talk,
but keep your own mill
going.”



“Withdraw with cordiality
when beaten.”



“Though he declined,
do not regard
him or the matter closed.”




“Watch for signs of weariness or impatience”



“Aim to raise a permanent constituency for the cause.”



“Never tell a man
how much
you think he ought to give.”



“Meditate long on
the downright merits
of the question.”



“Work continuously,
rapidly
and at a hot pace.”



“Ask for the Gift!”



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