

# Foreword

Dear Reader,

You're reading this book because David Love, The Godfather of Good, is a fundraising legend. And you're in for a wild ride, just as you are when you start any conversation with the energizing and electrifying David.

Today, we want to give you two perspectives that you will not find in this book, but that have deeply shaped David's character and career — and shaped this terrific book you are about to dive into.

First, David is a forever learner.

His mother used to say that he would wake up every morning as soon as he heard the birds singing, running to her bedside muttering "...*Oh boy oh boy oh boy...*" — just because it was a new day and a new opportunity for adventure. Today, that same enthusiasm takes shape as a keen and curious David constantly reviews the latest research, trends and learnings in our craft.

*"Tell me more about that."*

There are too many people in this world who, when confronted with new information that challenges what they have known before, respond with stunning choreography to dismiss, disprove or dissect. Not David. He leans right into it and says, "Tell me more about that." And he listens, twitching, rocking and running his fingers through his curls. His

intention to remain inquisitive and curious is precious and rare. His choice to honour the lived experience and unique perspectives of others is too.

Second, David always shows up as his true self.

Always. He rarely wears shoes. He has blasted music, ranging from Gregorian chants to the Rolling Stones, in office spaces and conference centres around the world. For decades, he changed his voice mail message every day, with a reflection on the world's news, a random and quirky literary reference, or a nerdy baseball or nature fact. It was a peek into David's mind that morning, and it was always a delightful conversation spark about his passions.

By doing this — showing up to work every day as his true self — he gives you permission to do that too. In fact, he insists on it. For you. It's more common now in our sector to have language like this. Language about authenticity and vulnerability. But David has been living his truth every minute. And it's inspiring and invigorating, just like the man himself.

Through the years, David has been and continues to be a mentor of the very best kind. He listens, he advises, he calls bullshit, he supports, he cheers and he guides. His advice comes at you like a lightening bolt. And then he looks at you and gently says, "What do you think? And more important, what are you going to do about it?"

David has been an Agent of Good for his whole life and career. He reminds all of us, as thoughtful, caring, inquisitive fundraisers that being an agitator and challenging the status quo advances our sector a thousand different ways.

He truly is the soul of our work and our Agents collective.

So turn the page and with an open mind and heart, read his words and hear his voice in your head as he shares just a sprinkling of the things he's learned through the years.

*...Oh boy oh boy oh boy...*

Jen Love & John Lepp, Partners, Agents of Good