

A blurred photograph of several business professionals in a modern office hallway, walking past a wall of large glass panels. The image is out of focus, conveying a sense of motion and activity. The text is overlaid in the center in a bold, white, sans-serif font.

WIRTSCHAFTLICHER UND TECHNOLOGISCHER WANDEL



**AUFLÖSUNG
GESELLSCHAFTLICHER UND
POLITISCHER MILIEUS**



**TRANSFORMATION
TRADITIONELLER
IDENTITÄTEN**



**INFRAGESTELLUNG
TRADITIONELLER
AUTORITÄTEN**



**INFRAGESTELLUNG
DER NPO ALS AUTORITÄT
DES GUTEN**

A hand is shown from the right side, holding a wooden boomerang. The boomerang is curved and positioned horizontally across the upper middle of the frame. The background is a bright blue sky filled with soft, white clouds. The overall composition is clean and minimalist.

**KRITISCHERE RESONANZ
FÜR NPO IN POLITIK, MEDIEN
UND GESELLSCHAFT**

A close-up photograph of a person's hands holding a pink piggy bank. The person is wearing a light blue, vertically striped shirt. One hand is holding the piggy bank from the bottom, while the other hand is dropping a gold coin into the top slot. The background is dark and out of focus.

KRITISCHERE SPENDENDE



**LEGITIMATIONSDRUCK
FÜR DAS GUTE –
UND FÜR NPO**



**ETHISCHE FORDERUNGEN
AN DAS FUNDRAISING**

A photograph of a stack of smooth, light-colored stones balanced on a dark, jagged rock. The stack consists of several rounded stones of varying sizes, with the largest at the top. The dark rock is positioned on the left side of the frame, and the stack of stones is balanced on its edge. The background is a clear blue sky and a calm sea. The text "FUNDRAISINGERFOLG VS. ETHISCHER RAHMEN?" is overlaid in white, bold, sans-serif font across the center of the image.

**FUNDRAISINGERFOLG VS.
ETHISCHER RAHMEN?**

A silhouette of a person standing on a mountain peak with their arms raised in a celebratory gesture. The background shows a sunset or sunrise over a range of mountains, with the sky transitioning from a light orange near the horizon to a deep blue at the top. The person is wearing a hat and outdoor gear.

**FUNDRAISINGERFOLG MIT
ETHISCHEM RAHMEN!**



VERANTWORTUNGSVOLLES FUNDRAISING

A group of people in business attire are gathered around a wooden table, looking at documents and charts. The scene is brightly lit, and the people are focused on their work. The text is overlaid on the image.

Verantwortungsvolles Fundraising

**DAS SELBSTVERSTÄNDNIS
UND DIE WERTE DER
ORGANISATION WERDEN
VERMITTELT**



Verantwortungsvolles Fundraising

**DIE ZIELE DER ARBEIT,
IHRE WIRKUNG UND DEREN
MESSUNG WERDEN
TRANSPARENT GEMACHT**

A background image showing two business professionals in a meeting. One person is holding a tablet, and the other is holding a document with a blue chart. The scene is dimly lit, focusing on the hands and the objects they are holding.

Verantwortungsvolles Fundraising

**EIN AUTHENTISCHES BILD
DER ARBEIT UND
IHRES KONTEXTES WIRD
VERMITTELT**

A photograph of a person's legs in light blue denim jeans with frayed hems, hanging over a wooden structure. The person is barefoot, and their feet are positioned just above a calm body of water, which reflects the scene. In the background, there are green trees and snow-capped mountains under a cloudy sky.

Verantwortungsvolles Fundraising

**HERAUSFORDERUNGEN,
RÜCKSCHLÄGE UND
PROBLEME WERDEN
SELBSTKRITISCH
THEMATISIERT**

A close-up photograph of several people's hands clasped together in a supportive grip. The hands are of various skin tones. Some individuals are wearing fitness trackers or smartwatches on their wrists. The background is a blurred green, suggesting an outdoor setting. The overall mood is one of unity and support.

Verantwortungsvolles Fundraising

**DIE KOMMUNIKATION IST
RESPEKTVOLL,
ZIELGRUPPENGERECHT UND
VERSTÄNDLICH**

A photograph of a person in a light-colored sweater planting a small evergreen tree in a field. The person's hands are visible, holding the tree's root ball. In the background, there are more trees and a wooden crate. The scene is outdoors with natural lighting.

Verantwortungsvolles Fundraising

**DIE KOMMUNIKATION
VERMITTELT EINE
NACHHALTIGE
LÖSUNGSPERSPEKTIVE**

A person with long dark hair is seen from behind, sitting at a wooden table. On the table is a smartphone mounted on a tripod, which is recording a video. The person's hand is visible, gesturing towards the camera. The background shows a blurred indoor setting with a window and some furniture.

Verantwortungsvolles Fundraising

**DIE KOMMUNIKATION IST
RELEVANT FÜR DIE
ADRESSAT:INNEN UND
MOBILISIERT DIESE**