

Fundraising Realities Every Board Member Must Face

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If every board member of every nonprofit organization read this book, it's no exaggeration to say that millions upon millions of additional dollars would be raised.After spending just one hour with Fundraising Realities Every Board Member Must Face, board members everywhere will understand virtually everything they need to know about raising major gifts.

Fundraising Realities Every Board Member Must Face: A 1 ...

Buy Fund Raising Realities Every Board Member Must Face: A 1-Hour Crash Course on Raising Major Gifts for Nonprofit Organizations Updated by Lansdowne, David, Panas, Jerold (ISBN: 9781889102320) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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Excerpted from the second edition of Fundraising Realities Every Board Member Must Face: A 1-Hour Crash Course on Raising Major Gifts for Nonprofit Organizations. For board members, the essence of big-gifts fundraising can be distilled into 43 "realities." In my book, Fundraising Realities Every Board Member Must Face, I explore each of them. Here, let me single out just three.

Three Fundraising Realities Every Board Member Must Face

David Lansdowne is author of Fund Raising Realities Every Board Member Must Face, one of the bestselling titles in fundraising history. David has spent much of his professional life in the nonprofit sector, serving in development and administrative positions for educational, cultural, and health organizations throughout America. This article is excerpted from David Lansdowne's book, Fund Raising Realities Every Board Member Must Face, ©Emerson & Church, Publishers.

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Fund Raising Realities Every Board Member Must Face: A 1-Hour Crash Course on Raising Major Gifts for Nonprofit Organizations.

Fund Raising Realities Every Board Member Must Face: A 1 ...

Book Overview Fund Raising Realities tells board members of nonprofit organizations everything they need to know to raise real money...and not one word more. With exceptional clarity, it explains the enduring realities of fund raising, and describes exactly what board members must do before, during, and after a campaign to guarantee its success.

Fund Raising Realities tells board members of nonprofit organizations everything they need to know to raise real money ... and not one word more. With exceptional clarity, it explains the enduring realities of fund raising, and describes exactly what board members must do before, during, and after a campaign to guarantee its success. Whether the goal is \$25,000 or \$250 million, Fund Raising Realities examines what works in fund raising, why it works, and how to use this accepted wisdom to your organization's advantage. To those wanting to raise serious money, Fund Raising Realities offers an unparalleled command of the essentials.

Jerold Panas explores the 25 fundraising habits that distinguish successful nonprofit boards of directors.

Here is a book for all nonprofit boards. Those wanting to operate with maximum effectiveness. Those needing to clarify exactly what their job is. And those wanting to ensure that all members - novice and veteran alike - are on the same page with respect to roles and responsibilities.It's all here in jargon-free language: how boards work, what the job entails, the time commitment, the role of staff, serving on committees and task forces, fundraising responsibilities, conflicts of interest, group decision-making, how to develop yourself, effective recruiting, de-enlisting board members, board self-evaluation, and more.

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Why of all the hundreds of fund raising books available did Americorps Vista, with offices throughout the United States, single out The Relentlessly Practical Guide to Raising Serious Money as the premier book on the subject and provide a copy to thousands of its staff?

It ranks right up there with public speaking. Nearly all of us fear it. And yet it is critical to our success. Asking for money. It makes even the stout-hearted quiver.But now comes a book, Asking: A 59-Minute Guide to Everything Board Members, Staff and Volunteers Must Know to Secure the Gift. And short of a medical elixir, it's the next best thing for emboldening you, your board members and volunteers to ask with skill, finesse ... and powerful results.Jerold Panas, who as a staff person, board member and volunteer has secured gifts ranging from \$50 to \$50 million, understands the art of asking perhaps better than anyone in America. He knows what makes donors tick, he's intimately familiar with the anxieties of board members, and he fully understands the frustrations and demands of staff.He has harnessed all of this knowledge and experience and produced a landmark book.What Asking convincingly shows – and one reason staff will applaud the book and board members will devour it – is that it doesn't take stellar sales skills to be an effective asker. Nearly everyone, regardless of their persuasive ability, can become an effective fundraiser if they follow a few step-by-step guidelines.You have to know your cause, of course, and be committed to it. But, as important, you have to know how to get the appointment, how to present your case, how to read your donor's words, how to handle objections, how to phrase your request, and even what behaviors to avoid.

Never in history has there been more money on the table for your organization than right now.Members of the "Greatest Generation" are in their 80s and 90s, and as they pass away they're collectively leaving billions of dollars to charitable organizations throughout the United States.And their preferred vehicle for giving this money is the simple bequest – "I give and bequeath to ..." If at this very moment you're not marketing your bequest program with G force, you're missing perhaps the greatest opportunity in the history of fundraising.To borrow a phrase from a "Greatest Generation" song, "Now is the hour." Raising Money through Bequests lays out step by step how to establish a bequest program, how to work within your organization to strengthen and sustain it, how to market the program to the correct audiences, and exactly what to do when responses start to come in.Further, authors David Valinsky and Melanie Boyd supply plenty of sample materials you can quickly adapt. There's a brochure you can use to introduce your program, a case for support that explains to prospective donors the merits of leaving a bequest, and a tasteful letter and folder that welcomes bequest donors to the Bequest Society and describes its various features and benefits.Additionally, you'll find sample bequest language to offer your donors, a sample agenda for a special gathering to introduce your bequest program, and even a list of possible names for your bequest society.Raising Money through Bequests is a timely and refreshingly uncomplicated book that can have a prodigious impact on your organization's financial security.

Fundraising mistakes are a thing of the past.Or, rather, there's no excuse now for making any serious mistake.And that goes for board members, staff, novice, or veteran.If you blunder from this day forward, it's simply evidence you haven't read Kay Sprinkel Grace's new book, Fundraising Mistakes that Bedevil All Boards, in which she exposes all of the errors. Well, not every conceivable one, but at least the top ones that thwart us time and again.This is an ingenious book, and it's a wonder it wasn't written years ago.Sure, if you've attended a fundraising seminar, or read a Jerry Panas book, or perused one of the field's journals, you're familiar with a dozen or so mistakes to avoid. But the appeal of this book ? and it will become a classic ? is that in one place it gathers and discusses ALL of the biggest errors.Some, like the following, will be second nature if you've been in the field for long.o "Tax deductibility is a powerful incentive." It isn't, as you know.o "People will give just because yours is a good cause." They won't.o "Wealth is mostly what determines a person's willingness to give." Not so. Other factors are equally important.Other mistakes aren't as apparent. For example: "You need a powerful board to have a successful campaign." Truth be told, many are convinced that without a powerful board they can't succeed. Grace shows otherwise.Then, too, there are more nuanced mistakes.o "We can't raise big money - we don't know any rich people." Don't believe it. You can raise substantial dollars.o "Most people don't like to give." To the contrary, many find joy in it.o "Without a track record in annual giving, you can't have a successful capital campaign." In fact you can, but your tactics will be different.And that touches on only seven of the 40 mistakes Grace explores (and explodes).Just as anyone involved in journalism should own a copy of Strunk and White's, The Elements of Style, anyone involved in fundraising ? board member, staff, volunteer ? should have Fundraising Mistakes that Bedevil All Boards by their side.When Grace makes it so easy to avoid costly errors, it is imprudent to risk repeating them.

Writing to raise money takes more than a few choice words. Highly profitable communications use a wide array of "trade secrets" to boost response. Things like emotional triggers, a working knowledge of reader psychology, the discovery of eye motion studies, and donor research – all help writing pros reap big rewards from their appeal letters, newsletters, websites, case statements, and more.Now these trade secrets are yours, collected in one easy-to-understand volume: How to Write Fundraising Materials that Raise More Money – The Art, the Science, the Secrets. Author Tom Ahern is recognized as one of North America's leading experts on effective communications. His workshops are in hot demand. Last year he released a first-of-its-kind book on moneymaking donor newsletters.Now, in his new book, Ahern reveals all: how top fundraising writers inspire their prospects to make that first gift – and how they keep existing donors loyal and generous.Raising more money through words, via the printed page or online, is no accident. But anyone can do it well: you don't need special writing talent. All you need is this essential guide to best practices in the fundraising industry.

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