

RAISING MORE MONEY

A STEP-BY-STEP GUIDE TO BUILDING LIFELONG DONORS™
THIRD EDITION



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TERRY AXELROD

Raising More Money A Step By Step Guide To Building Lifelong Donors

Beth Breeze



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Raising More Money, 2001 **A Step-by-step Guide to Building Lifelong Donors** Terry Axelrod, 2004 **The Mercifully Brief, Real-world Guide To-- Raising \$1,000 Gifts by Mail** Mal Warwick, 2005

Whoever heard of raising 1 000 gifts not to mention 3 000 4 000 and 5 000 gifts by mail That s the realm of face to face fundraising right Not exclusively says Mal Warwick in his book *The Mercifully Brief Real World Guide to Raising 1 000 Gifts by Mail* And Warwick should know He s spent the last decade perfecting the art of high dollar direct mail Take just one mailing Warwick cites he has scores of them to draw from Nearly 150 000 was raised from just 2 400 people many of whom had never given more than 100 to the cause Just as remarkable the final fundraising cost for this effort was eight cents per dollar raised How do you do this Must you tap a professional firm or be a prizewinning writer Absolutely not Warwick touts self reliance He shows you with carefully selected examples and illustrations how to succeed on your own walking you step by step through the process of identifying your prospects crafting the right letter the right brochure the right response device and the right envelope In this admirably slim book Warwick convinces even the most doubting Thomas Commit to the strategies he outlines and you ll be startled if not astounded by the results

Principles of Fundraising: Theory and Practice Wesley Lindahl, 2010

Providing readers with an overview of the theory and practice of fundraising for nonprofit organizations this guide approaches fundraising from a marketing position yet incorporates concepts from the law economics accounting history sociology psychology theology and ethics

Raising More Money Terry Axelrod, 2004

Raising More Money is an organization based in Seattle that coaches nonprofits on a system for raising sustainable funding from individual donors Axelrod the group s founder here lays out the rules of engagement for the Ask Event a one hour gathering of a large group of people that focuses on an organization s mission in order to generate multiple year pledges for operational funding The goal is to get away from the hand to mouth burnout generating reality of most nonprofits which often focus on a single year s financial goals at the expense of long term survival Axelrod s guide puts the event into a larger fund raising context explains how to prepare for and hold an Ask Event and shows how to sustain the cycle

Big-Time Fundraising for Today's Schools Stanley Levenson, 2007

Makes a groundbreaking noteworthy and lasting contribution to the field of public school improvement and reform From the Foreword by Wendy D Puriefey President Public Education Network A must read book that can change how public education works thrives and ultimately succeeds Gerard A Dery Director Zone 1 NAESP Principal Nessacus Regional Middle School Dalton MA Harness skills and strategies to achieve big time fundraising success In this enlightening book nationally recognized author and fundraising consultant Stanley Levenson shows school leaders how to move away from labor intensive nickel and dime bake sales and car washes and into the world of big time fundraising Following the model used by colleges and universities Levenson presents a wealth of practical strategies for supporting school finances by pursuing grants and gifts from corporations foundations the government and individual donors A proactive blueprint this

resource focuses on public responsibility in helping America's public schools become world class learning institutions Fundraisers will learn about the entire fundraising spectrum from corporate foundation and government grants to grants and gifts from individual donors This valuable package of ready to use tools and strategies includes Basic steps for starting a public school foundation Practical techniques for writing winning grant proposals Examples of winning grant proposals Tips for overcoming obstacles Suggestions for establishing a development office Techniques for obtaining grants and gifts from individual donors Helpful approaches to annual campaigns capital campaigns and planned giving A list of 101 foundations and corporations interested in giving to the public schools Extensive bibliography references and web sites In this comprehensive guide educators will find specific creative solutions for obtaining funding that will support the finest schools for all our children

The Soul of Money Lynne Twist, 2010-10-04 An inspired utterly fascinating book A book for everyone who would like to make the world a better place Jane Goodall This unique and fundamentally liberating book shows us that examining our attitudes toward money earning it spending it and giving it away can offer surprising insight into our lives our values and the essence of prosperity Lynne Twist a global activist and fundraiser has raised more than 150 million for charitable causes Through personal stories and practical advice she demonstrates how we can replace feelings of scarcity guilt and burden with experiences of sufficiency freedom and purpose In this Nautilus Award winning book Twist shares from her own life a journey illuminated by remarkable encounters with the richest and poorest from the famous Mother Teresa and the Dalai Lama to the anonymous but unforgettable heroes of everyday life

The Joy of Fundraising Terry Axelrod, 2006 International fundraising expert Terry Axelrod shares how to shift your thinking focus and actions in order to tap into the natural spirit of giving This book provides practical ways to connect with donors through their hearts and their heads and to have fun raising money for your cause no matter how big or small

The New Fundraisers Beth Breeze, 2017-10-30 Charitable fundraising has become ever more urgent in a time of extensive public spending cuts However while the identity and motivation of those who donate comes under increasingly close scrutiny little is known about the motivation and characteristics of the askers despite almost every donation being solicited or prompted in some way This is the first empirically grounded and theorised account of the identity characteristics and motivation of fundraisers in the UK Based on original data collected during a 3 year study of over 1 200 fundraisers the book argues that it is not possible to understand charitable giving without accounting for the role of fundraising

Effective Nonprofit Management Shamima Ahmed, 2021-11-29 Underlining the relationship between the public and nonprofit sectors Effective Nonprofit Management Context Concepts and Competencies 2nd Edition comprehensively explores of the practical art of forming managing and leading nonprofit organizations contextualizing the changing socio political conditions and expectations of key stakeholders in nonprofit organizations Grounded in the practical experiences of real life nonprofit managers this thoroughly revised second edition explores contemporary issues that are becoming central to effective nonprofit management including an

increasing emphasis on outcome assessment and accountability innovative use of social media big foundations impacts on nonprofits and public policy making tensions between federal state and local governments with nonprofits and the importance of instilling a culture of ethics in the sector A completely new chapter on nonprofit ethics and accountability has been added Each chapter introduces the reader to relevant and current scholarship on the topic utilizes the language of nonprofit practice explores contemporary issues and examples provides practical tips includes text boxes with profiles of nonprofit organizations and best practices and ends with a short and practical case study followed by discussion questions Effective Nonprofit Management Second Edition will be of interest to practitioners as well as graduate and upper division undergraduate students enrolled in nonprofit and public management courses

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