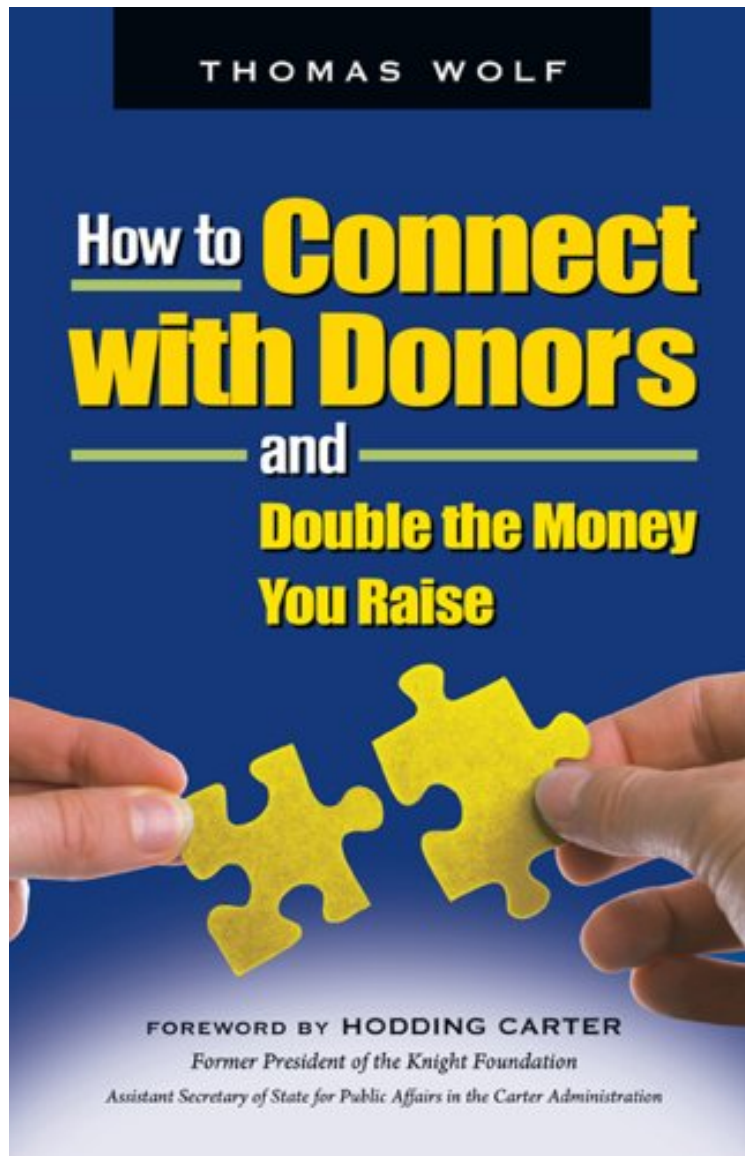


(Download pdf) How to Connect with Donors and Double the Money You Raise

How to Connect with Donors and Double the Money You Raise

Thomas Wolf

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Thomas Wolf : How to Connect with Donors and Double the Money You Raise before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Connect with Donors and Double the Money You Raise:

0 of 0 people found the following review helpful. Five StarsBy CustomerThe book was in good condition and just what I wanted.0 of 0 people found the following review helpful. Five StarsBy Jim BryantCould not have been better0 of 0 people found the following review helpful. Not enough insightBy Tom VI'm almost through with the book and it's

not terrible but I feel like it is too shallow and doesn't give enough substance.

There is no shortage of donors today. What is lacking is our ability to relate to the donors we already have. That, in essence, is the message of Thomas Wolf's book, *How to Connect with Donors and Double the Money You Raise*. Too often we see donors through the distorted lens of retention rates, average gifts, moves management, and gift table place setters. It is as if our donors have become video game avatars we can manipulate. While that may help us harvest low-hanging gifts, fundraisers who reap the real bounty do something many neglect in this era of Facebook. They engage their donors in a multitude of ways, large and small, as Wolf demonstrates through irresistible, real-life stories. *How to Connect with Donors and Double the Money You Raise* convincingly shows that successful fundraising is all about turning a name into a relationship. When you do that, the money will flow. Complements Jerold Panas' classic book, *Asking*.

Tom Wolf focuses on the relationship side of fundraising, and therefore provides a welcome relief as the craft becomes increasingly metric-oriented - the number of calls, meetings, asks. He provides great encouragement to use more imagination, time, and care in connecting to people. --Christine Letts, Senior Associate Dean, Harvard Kennedy School
Story by story, this book is brimming with wisdom. Inspiring but practical, rooted in long experience but immediately applicable, it proves Tom's point: that fundraising is all about building relationships. --Rushworth Kidder, President, Institute for Global Ethics
Practical, funny, clear, innovative - Tom Wolf's book is all these things and more. His real world experiences demystify the art of asking for money and remind us that giving always starts from the heart. --Lee Salter, President, The McConnell Foundation --Lee Salter, President, The McConnell Foundation