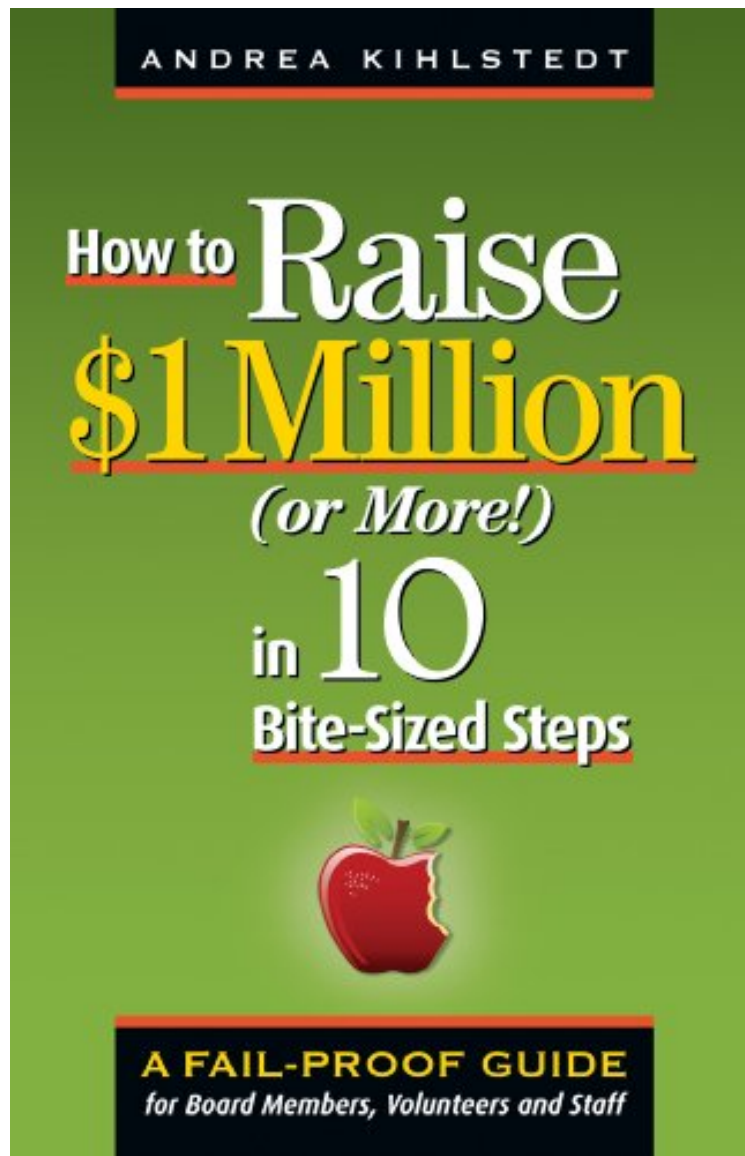


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## How to Raise \$1 Million (Or More!) in 10 Bite-sized Steps: A Failproof Guide for Board Members, Volunteers and Staff

Andrea Kihlstedt

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Andrea Kihlstedt : How to Raise \$1 Million (Or More!) in 10 Bite-sized Steps: A Failproof Guide for Board Members, Volunteers and Staff before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Raise \$1 Million (Or More!) in 10 Bite-sized Steps: A Failproof Guide for Board Members, Volunteers and Staff:

1 of 1 people found the following review helpful. That Could be Me!By Molly K. GalvinUniversal principals, concrete examples, and a healthy dose of "that could be me." "How to Raise a \$Million" offers up all of these and is a perfect read for everyone who has very little time but very big dreams (or a very big mandate) to grow a nonprofit organization or program.Kihlstedt's tone is so casual that it's easy to believe she's merely tapping into your own common sense as she talks you through the necessary steps of in-person fundraising by using anecdotes of real people. It's that conversational tone of the book that'll leave you with a feeling of "that could be me. I can do this. Our organization can do this."I absolutely recommend this book. Board members, campaign volunteers, executive directors, and development professionals who are in any way considering launching a concerted fundraising campaign should have a conversation with Kihlstedt. And the easiest way to do that is to get this guide.- Molly Galvin, Director of Major Gifts, New York, NY1 of 1 people found the following review helpful. Stuff you already knowBy CustomerNothing ground breaking it's either common sense or does not work because the economy it not what it use to be.0 of 0 people found the following review helpful. Chock Full Of Good InfoBy Claudia StrasbaughThis book should be carved in stone for anyone founding and trying to run a nonprofit business.It expresses the importance of bringing in operations funds, the critical need to keep that cash flow moving.Great read. It should be kept at hand as long as the entity is running.Claudia Strasbaugh

Many would have you believe that raising \$1 million or more is complex, requires countless meetings, an outsized pool of prospects, and the costly aid of a consultant. Andrea Kihlstedt punctures that notion by showing that intelligent board members, volunteers, and staff have within them the skills and common sense to make it happen. Kihlstedt's 10 steps will and won't surprise you. If you have experience, you already know the importance of a campaign's infrastructure: the need to refine your case, identify the right chair, and adhere to the proven sequence of soliciting. But what WILL surprise you, and where the strength of the book lies, is the fresh way Kihlstedt, herself a consultant with some 27 years of experience, helps you line up your ducks. There's her guaranteed strategy for making sure you have the right chairman. There's her sure way of determining if you have a strong enough case. There's her inviting methodology for getting your insiders to give. Kihlstedt offers too many of these outside the box strategies to discuss here, but each is based in reality, in the ways actual organizations have paved the way for you. Nicely complements Jerold Panas' bestselling book, Asking.

An easy-to-read, usable guide for people who are critical to your campaign's success but who don't have the time or interest to learn everything there is to know. --Charles Hamilton Senior Fellow Philanthropy New YorkAndrea Kihlstedt's book will inspire you to learn both the theory and how, in practice, to make it possible. STEP 1 for anyone contemplating a major gifts campaign should be: Buy this book. --Jethro Miller, Vice President American Red Cross, National CampaignIf you're raising money to make the world a better place, turn off your computer for an hour and read this book. Instantly actionable and a fun read, How to Raise A Million Dollars focuses on what matters most in fundraising human nature. --Larry Eason, Board Chair, Healthy Child Healthy WorldAndrea Kihlstedt's book will inspire you to learn both the theory and how, in practice, to make it possible. STEP 1 for anyone contemplating a major gifts campaign should be: Buy this book. --Jethro Miller, Vice President American Red Cross, National CampaignIf you're raising money to make the world a better place, turn off your computer for an hour and read this book. Instantly actionable and a fun read, How to Raise A Million Dollars focuses on what matters most in fundraising human nature. --Larry Eason, Board Chair, Healthy Child Healthy WorldAbout the AuthorAndrea Kihlstedt is fascinated by what makes people tick. She has spent the last 27 years as a capital campaign consultant, working with organizations large and small, giving her ample opportunities to observe remarkable people who through their courage, commitment, and energies make our world a better place through fundraising.Andrea lives in New York City with her husband, Tyko.