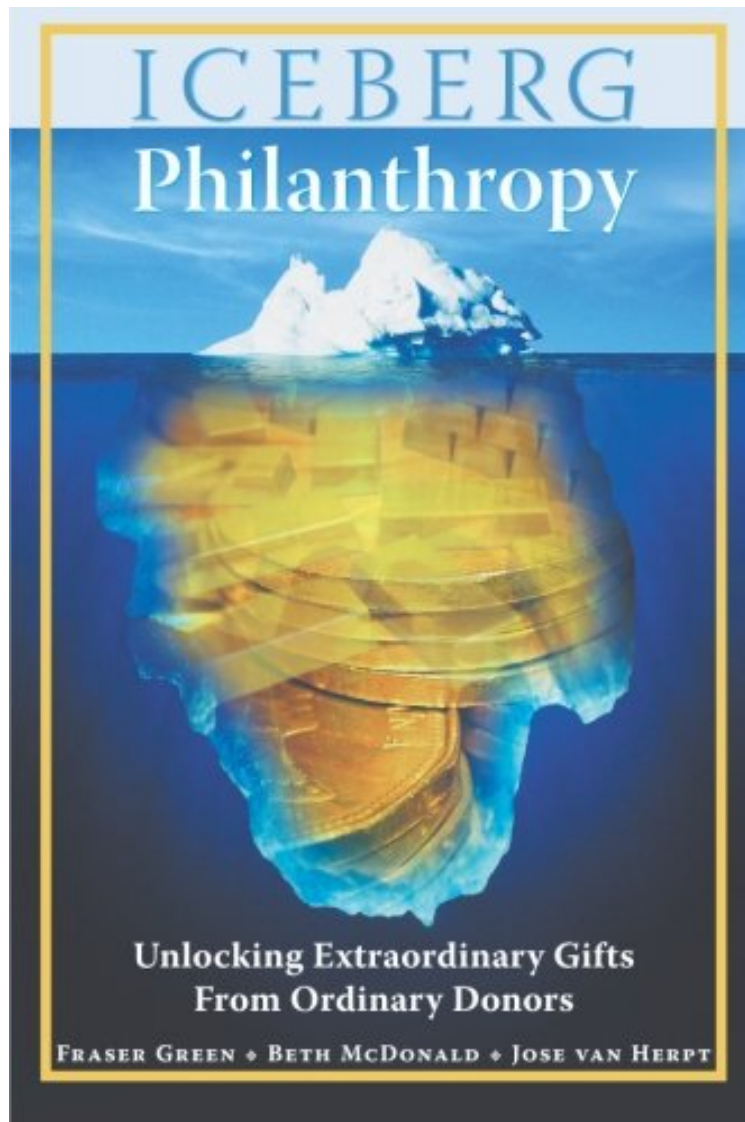


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Iceberg Philanthropy

Fraser Green

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Fraser Green : Iceberg Philanthropy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Iceberg Philanthropy:

1 of 1 people found the following review helpful. Iceberg Philanthropy By David Excellent book. Easy to read. Should be read by every planned giving officer. A must read. 10 of 10 people found the following review helpful. Read this book and double your fundraising income By Tom Ahern The one thing wrong with this book is its title, which suggests...oh, I dunno...penguins? But naming miscue aside, this book is brilliant and will hugely reward those who

follow its advice. Driving the argument is original research funded by its publisher, Canada's FLA Group, and Mal Warwick. The research quizzed donors who made frequent small gifts about their charitable bequest intentions -- and discovered an almost-untapped philanthropic bonanza. Of course, everyone's heard about the huge transfer of wealth that will occur as the generation that birthed the Boomers passes from this earth. Relatively little of that transfer currently ends up in charities' pockets, though. Why? Because the major gifts' strategy pursued by most charities is dead wrong, this book convincingly argues. If your charity does well with direct mail, you can do very well indeed with charitable bequests, perhaps even doubling your income. I read the book on a two-hour flight. It won't take you long to see if this new way of marketing end-of-life giving is right for you.

Iceberg Philanthropy turns traditional planned giving on its head by showing fundraisers how very ordinary donors are making extraordinary gifts to charity in their wills. With a powerful synergy of major gift strategy and direct marketing tactics, Iceberg Philanthropy shows fundraisers how to extend their reach way beyond previous planned giving frontiers. A must read for any fundraiser with an imagination and a sense of humour!