

(Free pdf) It's NOT JUST about the Money

## It's NOT JUST about the Money

*Richard Perry, Jeff Schreifels*  
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### *How to Build Authentic Major Donor Relationships*

Richard Perry  
and  
Jeff Schreifels

Foreword by Jeff Brooks



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**Richard Perry, Jeff Schreifels : It's NOT JUST about the Money** before purchasing it in order to gage whether or not it would be worth my time, and all praised It's NOT JUST about the Money:

0 of 0 people found the following review helpful. A must read for anyone who asks for money from others! By TN Pedro If you're a fundraiser, you're going to want to read this. I've been at it for 27 years, and still I pick up some very practical tips from Richard and Jeff. They are ever so applied and not at all about theory. (Who needs theory; I'm not a professor, I'm a fundraiser!) Thanks so much fellows for the great work. I hope you are very successful. 0 of 0 people

found the following review helpful. The joyful honest HEART of fundraising!By Pamela GrowMoves management (sounds like a laxative!)...prospect screening...engagement strategy...making 'the ask'...prospect pool...The very terminology of major gift fundraising has always struck me as a bit clinical and dehumanizing. And shouldn't those transformational gifts be the continuing result of creating relationships that matter? Not moving donors through a formula - a process - that amounts to thinking of donors as ATM machines.Enter Richard Perry and Jeff Schreifels. Their company, the Veritus Group, has been transforming major gift fundraising for the past six years. And now, *Its Not Just About The Money: How to Build Authentic Major Donor Relationships*, their new book, goes to the honest, deeper heart of what fundraising is all about.You'll learn why people need to give, how dysfunctional organizations can get back on track, why you need to Beware the Giant Hairball (stories all of us will recognize), the seven pillars of your major gift strategy and more.*Its Not Just About The Money* pulls no punches. Building a successful major gift program takes discipline and hard work. But when you're doing it the right way (when your donors come first), you'll be amazed at how EDs, staff, board members and volunteers work together like a well-oiled machine.*Its Not Just About The Money* is not just for major gift officers. These principles of wholly donor-focused thinking and retention-based fundraising have been the foundation of my trainings and membership program for the past four years. These are the principles to take your organization - and donors - confidently and joyfully into the future.This is a book that should be on every fundraiser's bookshelf. It really is NOT just about the money.0 of 0 people found the following review helpful. MotivationalBy Ruth JonesThis is a great motivational book that brings you back to why you went into the nonprofit arena in the first place. Read this and get inspired. Also includes lots of ideas on how to improve donor relationships and communications.

Are you searching for the next big idea in fundraising to help your organization soar? Its actually right under your nose in your database. Major Donors. Right here, right now, you have the donors who have the capacity to give five, six, and yes, seven figure gifts. This book tells you how to find them, and what to do once you have them. Richard Perry and Jeff Schreifels tell you everything you need to do to take your organization to a new level of performance in major gifts. This book is packed with easy to implement ideas and strategies to create, build, and manage a robust major gift program. You won't put this book down. You'll be entertained and helped. You will learn how to create a culture that puts relationships with donors above everything else. You will be left inspired to succeed; because, ultimately, its NOT just about the money.

About the AuthorRichard Perry has more than 30 years of nonprofit leadership and fundraising experience. He was a Development Director of a major international relief and development organization and a cofounder of The Domain Group. Richard believes that successful major gift fundraising is about helping donors express who they are through their giving. Richard is the founding partner of Veritus Group. Jeff Schreifels has over 27 years experience in nonprofit fundraising, including early work as the Director of Development for two nonprofits. Armed with knowledge and passion for fundraising, Jeff joined Richard Perry to form Veritus Group. Jeff and Richard co-author the popular fundraising blog, *Passionate Giving*, which focuses on major gifts. Jeff is passionate about life, philanthropy, and relationships.