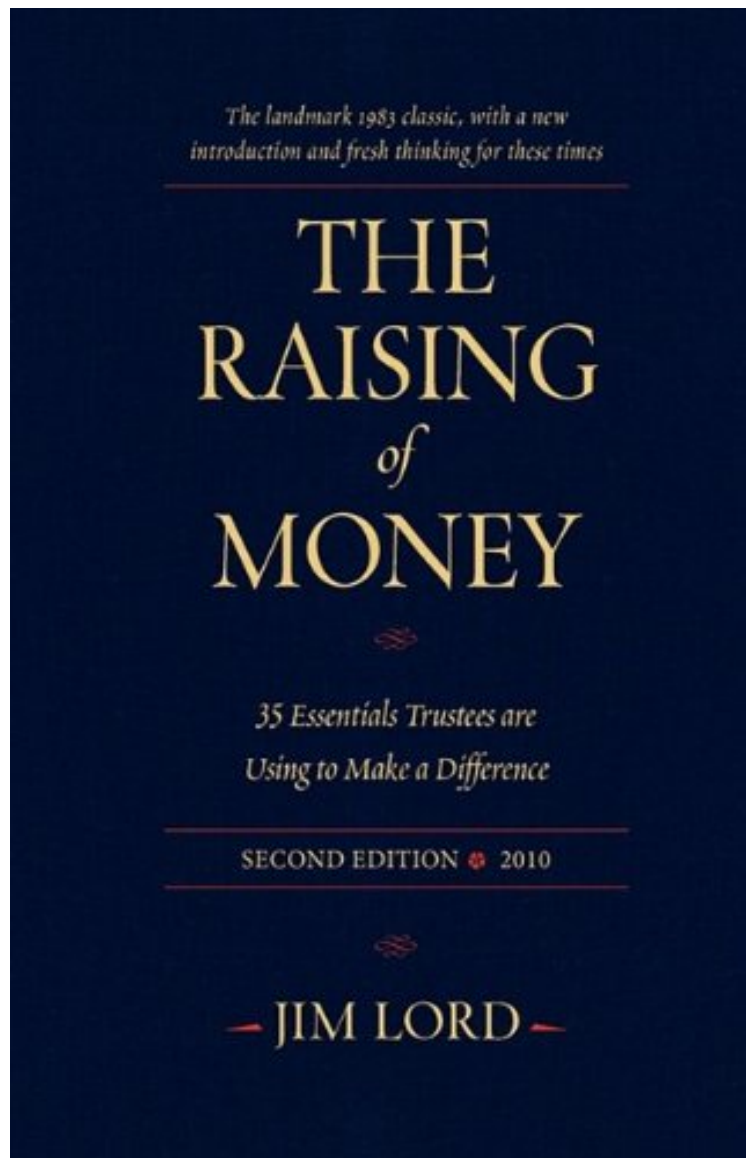


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## The Raising of Money: The 35 Truths Every Nonprofit Board Member Must Know to Succeed in Major Gift Fundraising

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Years ago, when I was a young consultant and aspiring author, I first encountered Jim Lord's ideas through his early writing. His deeply true thinking became the bedrock for my own learning about fundraising. Later, when I wrote my own book, *How To Raise The Money You Need, Now!* Jim was kind enough to get in touch to praise my book and to stay in touch with me beginning a lifelong relationship as my consultant, mentor and my friend. Today, the number one question client staff and trustees ask is the same question I was asked twenty years ago: How can our trustees become more effective at fundraising. Jim Lord's original version of *THE RAISING OF MONEY* became the answer, back then. I began advising all of my clients to purchase several copies of that book and to present them, one at a time to each new trustee or staff development leader. I'm so glad that a new version of this great book is now available. Those who try the idea of putting it in the hands of every trustee will surely see board effectiveness, engagement and excitement zoom, just as I have. Buy this book! Buy lots of copies!  
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Writing to board members in *The Raising of Money*, Jim Lord peels away complexity and reveals simple, enduring principles. This "executive summary" gives board members the 35 fundamentals of raising money—each in just a few brief pages. The lessons it holds are every bit as relevant today as when it was first published in 1983. And now it's been updated with new ideas inspired by these times.