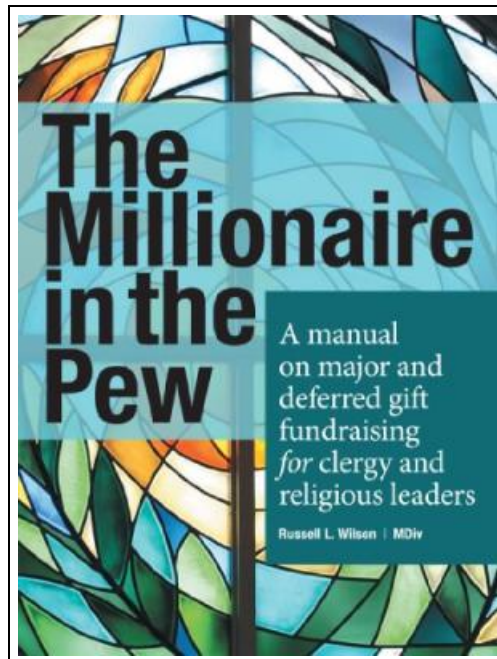


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Reviews

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WestBow Press, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.THE MILLIONAIRE IN THE PEW presents a new and unique approach to funding ministry and mission. Wilson asserts that there is untapped wealth in the Church that could be harvested. He believes that clergy and religious leaders possess many of the qualities of highly successful professional fundraisers. He also believes that if they can overcome the taboo of dealing with money and fundraising, they can raise millions of dollars for the Church. The Millionaire in the Pew argues that fundraising is a very spiritual practice. Two phenomena are converging that make THE MILLIONAIRE IN THE PEW timely and critical. One is the current crisis in funding churches. The other is the so-called Trillion-Dollar-Transfer. In the next decade or so, the Baby Boomers will be passing their assets in the billions, onto their offspring. The Trillion-Dollar-Transfer presents a huge opportunity for the Church. Clergy and religious leaders are in a unique position to take this unique opportunity to advance their churches. THE MILLIONAIRE IN THE PEW will: change your attitudes toward money, wealth and wealthy people teach you how to identify wealthy individuals teach you how to educate and cultivate prospects show you how to prepare effective verbal and written proposals instruct you on how to make successful solicitation calls increase your skills of persuasion to raise major gifts introduce you to the mega potential for deferred gifts empower you to harvest major and deferred gifts Russ Wilson has given us a splendid gift in THE MILLIONAIRE IN THE PEW. Russ presents both the why and the how of funding ministry today. You will be inspired to make major gift solicitations after reading the chapters that tell how to do it. If nothing...



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