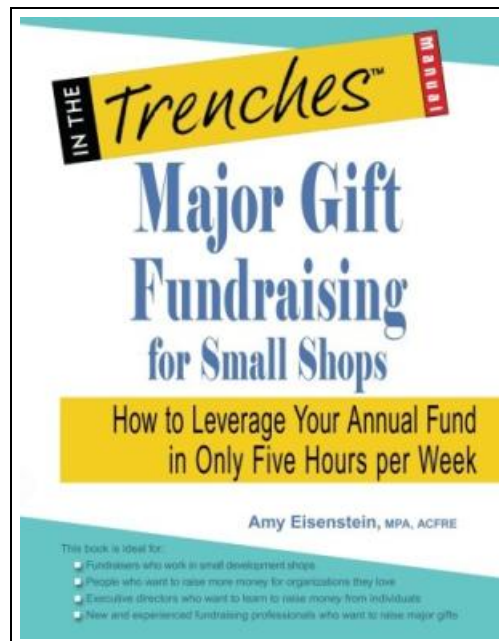


Major Gift Fundraising for Small Shops: How to Leverage Your Annual Fund in Only Five Hours Per Week



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(Prof. Jerad Lesch)

MAJOR GIFT FUNDRAISING FOR SMALL SHOPS: HOW TO LEVERAGE YOUR ANNUAL FUND IN ONLY FIVE HOURS PER WEEK

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CharityChannel Press. Paperback. Condition: New. 170 pages. Dimensions: 10.9in. x 8.4in. x 0.5in. Amy Eisenstein guides you, in only five hours a week, to safely and surely meet the challenges of getting your organization ready for major gift fundraising, all the way up to that all-important ask and beyond. If you've been in fundraising for any length of time, you've no doubt heard of the 90/10 Rule. In its simplest terms, it means that 90 percent of the funding comes from 10 percent of our donors. Yet far too often, the majority of our time is spent focused on low-yield fundraising activities, such as events. Amy argues that the key to successful long-term, sustainable fundraising lies in dramatically increasing your fundraising income from individual donors. And savvy fundraisers will do well to heed her advice. But how can you get started? With Amy at the helm, guiding you in developing your organization's major gifts program, you'll find it's absolutely doable. Amy doesn't pull any punches. She makes it clear, if you're going to succeed in major gifts, that everyone will need to be on board and that effective and consistent fundraising training is a must. It's a commitment. Throughout the book, she explains key fundraising concepts, the difference between major gifts and capital campaigns, how to determine exactly what constitutes a major gift for your organization, the importance of gift acceptance policies, job responsibilities for your major gift team, the role of online fundraising in major gifts fundraising, the role of direct mail, maintaining your database, and more. In short, she cuts to the chase to show you that major gift fundraising is something that, yes, you can do. It just takes focus and Amy's know-how, marvelously outlined within these pages. Part One You Can Raise Major Gifts in Only Five Hours...



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