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Raising More Money: A Step-by-Step Guide to Building Lifelong Donors

Terry Axelrod

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Nonprofit staff, board members, and volunteers who are passionate about the mission of their organization but tired of the old model of raising funds will be inspired by this incisive and practical manual.

Fundraising veteran and Raising More Money founder Terry Axelrod shows how nonprofit organizations—regardless of size, location, or mission—can become financially self-sustaining. A Step-by-Step Guide to Building Lifelong Donors has been nominated by the Alliance for Nonprofit Management for its 11th Annual Terry McAdam Book Award for the most inspirational and useful new book published that makes a substantial contribution to nonprofit management, management consultancy, or the advancement of the nonprofit sector. The third edition of this fundraising guidebook expands on key aspects of the Raising More Money Model, including fresh material on:

-How to customize the Cultivation Superhighway for each of your donors -How to design a cultivation/recognition system you can leave as a legacy -How to ask naturally, with a focus on donor readiness -How to manage relationships with existing donors online and convert newly acquired online donors to in-person donors

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