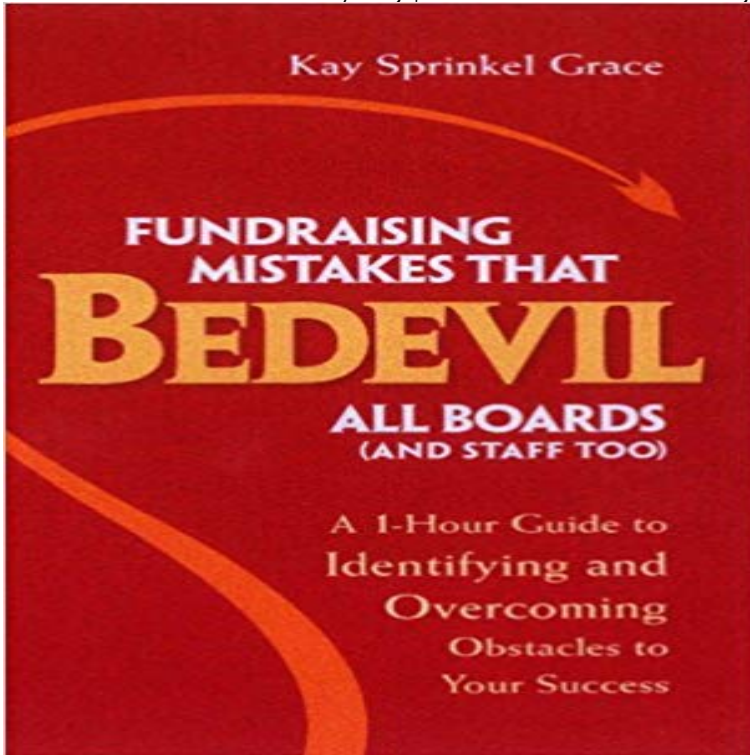


Fundraising Mistakes That Bedevil All Boards (And Staff Too): A 1-hour Guide To Identifying And Overcoming Obstacles To Your Success



With this book, fundraising mistakes are a thing of the past. Or rather, there's no excuse for making a serious mistake anymore. If you blunder from now on, it's simply evidence you haven't read Kay Sprinkel Grace's book, *Fundraising Mistakes that Bedevil All Boards (and Staff Too)*, in which she exposes the Top 40 errors that continually thwart board members, volunteers, and staff alike. Here's just a sampling: Tax deductibility is a powerful incentive. In reality it isn't much of a motivator at all, as you'll learn. People will give just because yours is a good cause. They won't. Donors are far more demanding today. Special events are the best way to raise money. They're actually one of the least effective methods. You need a powerful board to have a successful campaign. The truth is, you can succeed without an influential board. Wealth is mostly what determines a person's willingness to give. Not so. Other factors are equally important. We can't raise big money - we don't know any rich people. Don't believe it. You can raise substantial dollars even if you don't travel in affluent circles. Without a stable of annual donors, you can't have a successful capital campaign. In fact you can, but your tactics will be different. And that touches on only seven of the mistakes Grace exposes and explodes. Just as anyone in journalism should own Strunk and Whites, *The Elements of Style*, anyone involved in fundraising - board member, volunteer, staff - should have *Fundraising Mistakes that Bedevil All Boards (and Staff Too)* by their side.

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