

(Free pdf) 30 Days to Successful Fundraising (Psi Research Success Library)

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Stephen Goldstein

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Stephen Goldstein : 30 Days to Successful Fundraising (Psi Research Success Library) before purchasing it in order to gauge whether or not it would be worth my time, and all praised 30 Days to Successful Fundraising (Psi Research Success Library):

2 of 2 people found the following review helpful. Don't ask for money without reading this book
By Ellen Crane
Stephen Goldstein helps anyone involved in fundraising, either as a staff person or volunteer board member, to get back to the fundamentals. He takes the mystery out of asking for money by delivering practical advice on how to be an effective fundraiser. I've purchased copies for all of my favorite charitable organizations and have my own within easy reach. I won't get involved in fundraising efforts again without following the valuable steps outlined in this book.
1 of 1 people found the following review helpful. A MUST HAVE IF YOU ARE DEDICATED TO NON-PROFIT FUNDRAISING
By NANCY LEIK
This is a clear, concise presentation for anyone who chairs a fund raising committee in an organization. After reading this book you will be energized to get your committee moving!
6 of 6

people found the following review helpful. Fundraising Made EasyBy ann marieThis book is refreshingly reminiscent of "The One Minute Manager." There are so few gems like this that simply and clearly give the important substance of a topic without wandering through needless arcane rhetoric that sounds intellectual but leaves the reader wondering what to do. Concrete information that every fundraiser needs to know - from creating a budget to finding and asking for money to appropriately recognizing donors is presented in a step-by-step, plain-spoken way. And it all makes immediate sense. Just to make sure the reader grasps and personalizes each concept, Dr. Goldstein makes every chapter interactive. Each principle is reinforced with a few questions for the reader, such as: "List 3-5 'sizzles' that would sell a potential donor," "write a snappy 'p.s.' that prompts a potential donor to donate," "list 5 lawyers who specialize in wills and estates who might work with you to find major donors." As a brilliant and most useful caveat, Dr. Goldstein lists different resources specifically related to each principle that the reader can utilize for more information. I recommend this book to those in traditional sales positions as well as fundraising because many of the principles - compelling sales letters, relationship-building, face-to-face sales calls, choosing the most likely leads, record keeping, effective public relations campaigns and web site development - obviously pertain to both fields. As a former College Vice President of Institutional Advancement, I sent many staff members to workshops that only seem to promote the mystery of fundraising. This book all they needed, and I plan to use it in the future for novice and experienced personnel.

30 Days to Successful Fundraising is perfect for anyone who needs a crash course-or even a refresher course-on fundraising. It covers everything they need to know about getting the money they ask for including: writing effective letters and printed materials, developing compelling visual materials, creating workable fundraising strategies, developing qualitative budgets, cultivating donors, motivating volunteers, integrating public relations with fundraising efforts-even the unthinkable, how and when to say No to a donor. They'll also learn how to speak fundraising by becoming familiar with important terms. After mastering 30 Days to Successful Fundraising, the reader will be able to say I'm a fundraiser with confidence. And more importantly, will know they have taken the most important steps on the road to fundraising success.

About the AuthorAuthor, journalist, and radio and TV talk show host, Stephen L. Goldstein, is an op-ed columnist and one of The Dueling Columnists for The Sun-Sentinel (Tribune paper in South Florida). He lives in Fort Lauderdale, Florida.