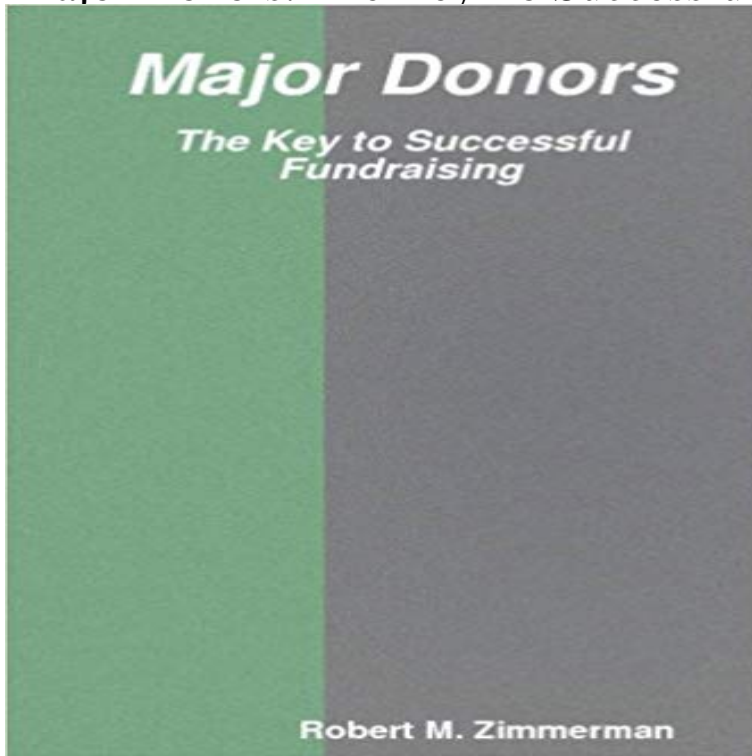


Major Donors: The Key To Successful Fundraising



A co-publication of Zimmerman-Lehman and Unlimited Publishing LLC, this book shows that the greatest gap between potential and reality in nonprofit fundraising is in the area of major donor solicitation. Every day organizations are sending letters to folks who could make contributions of \$50,000 or \$500,000 but only asking for \$50. Every organization should be thankful for small contributions from donors of modest means, but it is wise to keep in mind that 90 percent of donations to nonprofits come from 10 percent of the donors. It is no exaggeration to state that the principal reason to do any sort of individual donor appeal is to locate the relatively small number of contributors who have the ability to make a large gift.

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