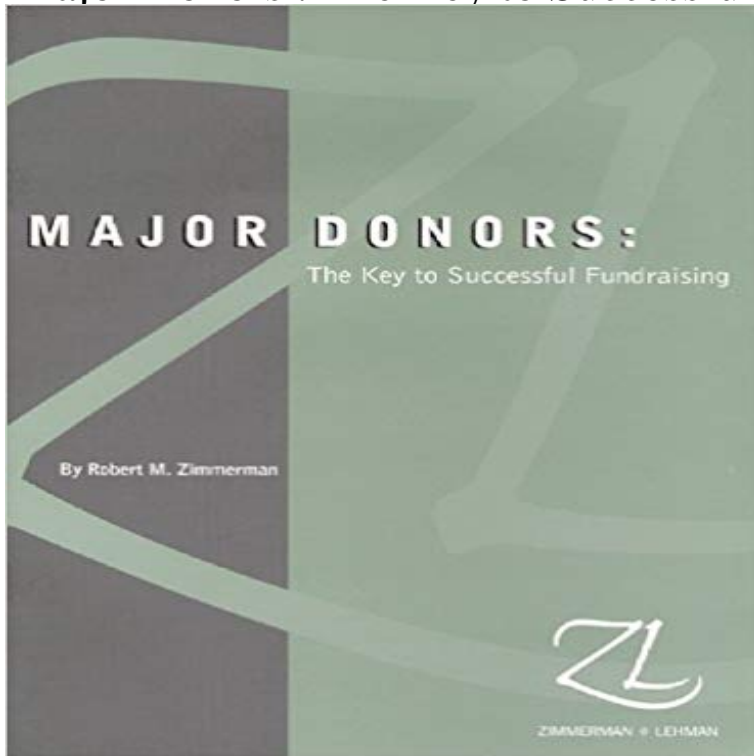


Major Donors : The Key to Successful Fundraising



This easy to follow guidebook is designed for board members and volunteers of nonprofits who want to help solicit funds through a major donor effort but don't have a lot of experience or time on their hands. It is simple to understand how to language you learn the specifics of how to ask for the money. It answers the questions: what is a major donor? how do you find one? what happens when you do find one? how do you conduct research about the individual? how do you cultivate him or her? who should ask and how to ask? how to listen and how to end the request? Included is a detailed task list reviewing the mechanics of an organization's major donor campaign, along with sample major donor solicitation scripts and dialogues on making the appointment, the dollar ask and the visit. Also included is a section on tools for researching individuals, a sample personal data sheet form and a practice role play.

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Major Donors : The Key to Successful Fundraising Major Donors: The Key To Successful Fundraising by Robert Zimmerman, \$16.99 Paperback (48 pages, 6x9) Revised Version (2006). Now Available in Digital **6 Keys to Fundraising Success With Millennials - NonProfit PRO** Major Donors has 0 reviews: Published October 1st 2000 by Zimmerman Lehman, 30 pages, Spiral-bound. **The 2 Key Elements of Successful Fundraising Campaigns** The Keys To Successful Fundraising Here according to Pierce are the 11 major factors, which determine to a donor journeys **15 Fundraising Success Metrics to Start Tracking DonorSearch** And then there's major gifts and planned gifts. What happens when the powers that be decide to cancel all direct mail contact with donors **The Keys To Successful Fundraising The Agitator - Fundraising** The 5 Keys to Successful Fundraising covers the essential elements to

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