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Asking about Asking: Mastering the Art of Conversational Fundraising (Paperback)

By M Kent Stroman

Charitychannel LLC, United States, 2014. Paperback. Book Condition: New. 2nd. 228 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.What gets in the way of your face-to-face fundraising? Can't get in to see a funder? Don't know who to ask? No time for donor calls? Fear that your prospective donor might say no? Asking about Asking: Mastering the Art of Conversational Fundraising shows you how to overcome these obstacles using conversational fundraising-leading to successful one-on-one gift solicitations. Conversational fundraising is a simple, effective, proven technique for soliciting contributions and recruiting volunteers. If you have ever postponed talking with a donor because you didn't know how to start a conversation about a large gift-then get your copy today. Asking about Asking gives you the tools you need to have meaningful, productive, enjoyable conversations with both current donors and potential funders. As you get out of the business of guessing and assuming by asking the right questions, your fundraising results will improve dramatically. In this second edition, the reader benefits from the input of hundreds of nonprofit leaders who identified their greatest obstacles to asking for major gifts. In this update, Stroman presents...



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