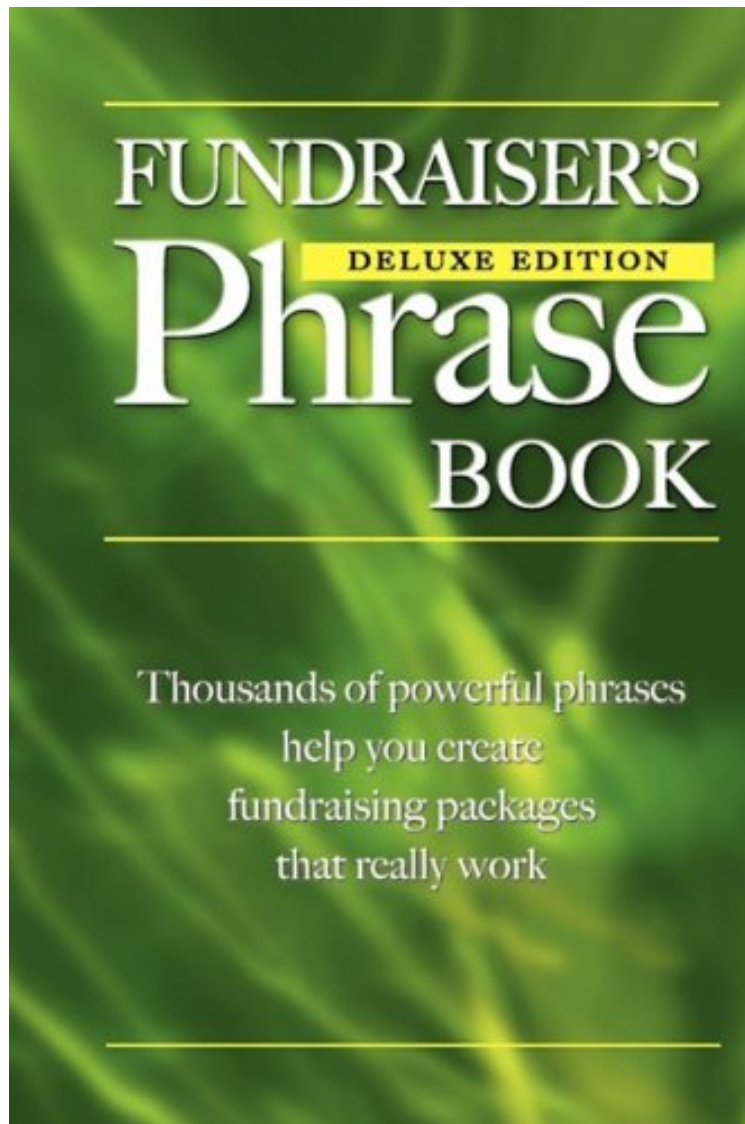


Fundraiser's Phrase Book

Gail Hamilton

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Gail Hamilton : Fundraiser's Phrase Book before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fundraiser's Phrase Book:

A major thesaurus packed with thousands of positive, action-oriented phrases to help the nonprofit professional. These phrases provide ready-to-use building blocks to create proposals, speeches, reports, presentations, grant applications, letters, web pages and fundraising packages that really work. Arranged by key word in clear, user-

friendly bulleted lists, the phrases come with lots of cross references and vast array of persuasive alternate word choices. Large additional sections deal with the Internet, Contests and Sweepstakes, Telephone Campaigns and Saying Thank You. There are Envelope Teasers, urgings for Lapsed Donors and Members, special encouragement for Donor Renewal and Monthly or Sustained Giving, Reply Device wordings and much, much more. The Fundraiser's Phrase Book also functions as a giant idea bank. The phrases contain a treasury of fundraising concepts quickly adaptable to individual needs. Small charitable endeavors will find this book a priceless resource. Large organizations will save much precious time putting together the words so crucial to nonprofit success. As competition for donor dollars increases, the Fundraiser's Phrase Book is one of the best investments anyone seeking to raise charitable funds can make.

I want to buy the Fundraiser's Phrase Book (for the 6th time, as I keep giving it away to aspiring copywriters) as well as your 1001 Ways to Say Thank You that someone has recommended to me. The Phrase book has been a treasured resource all through my career. --Tamara Alexander, CFRE, Senior Strategist, Touchworks Communications, Inc. I purchased the Fundraiser's Phrase Book I just had to write and say THANK YOU! It seemed like a lot of money to pay when I was just recently out of school but your book is worth every penny. I have used the book and the phrases dozens of times already in my short career and have managed to end up as one of the main people in the office writing Thank You letters after an event. Your book is helping me shine at work and I will always appreciate that. I love this book! I think the compilation of "sentence openers" is one of the most valuable tools on the market. I hate a stagnated day when I cannot think of a statement I'd like to insert into a letter or memo. Your book will be a tremendous addition to our library at the Baxter YMCA!