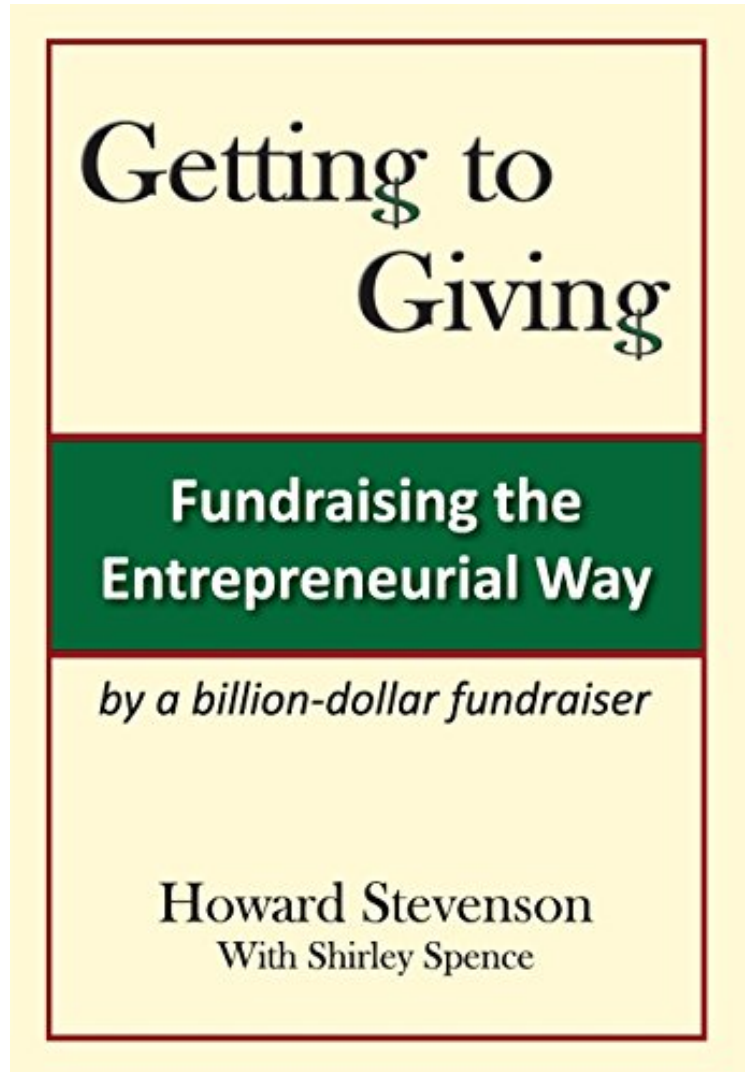


Getting to Giving: Fundraising the Entrepreneurial Way

Howard H. Stevenson, Shirley M. Spence

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Howard H. Stevenson, Shirley M. Spence : Getting to Giving: Fundraising the Entrepreneurial Way before purchasing it in order to gauge whether or not it would be worth my time, and all praised Getting to Giving: Fundraising the Entrepreneurial Way:

Philanthropy is a powerful force in our society but the challenges are great, particularly during an economic downturn that has dampened contributions even as the demand for services escalates. Howard Stevenson has written Getting to Giving: Fundraising the Entrepreneurial Way based on his many years as a donor, fundraiser and entrepreneur. He

offers practical techniques and real life stories, and brings passion and humor to the art and science of asking for money. Topics covered in the book include: What motivates donors to give The four donor questions that you must be able to answer How to craft compelling messages about your organization and cause How to think and act like an entrepreneur What your role is as a fundraising leader Why and how fundraising can be rewarding and fun!