



How to Connect with Donors and Double the Money You Raise

Thomas Wolf

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There is no shortage of donors today. What is lacking is our ability to relate to the donors we already have. That, in essence, is the message of Thomas Wolf's book, How to Connect with Donors and Double the Money You Raise. Too often we see donors through the distorted lens of retention rates, average gifts, moves management, and gift table place setters. It is as if our donors have become video game avatars we can manipulate. While that may help us harvest low-hanging gifts, fundraisers who reap the real bounty do something many neglect in this era of Facebook. They engage their donors in a multitude of ways, large and small, as Wolf demonstrates through irresistible, real-life stories. How to Connect with Donors and Double the Money You Raise convincingly shows that successful fundraising is all about turning a name into a relationship. When you do that, the money will flow. Complements Jerold Panas' classic book, Asking.



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