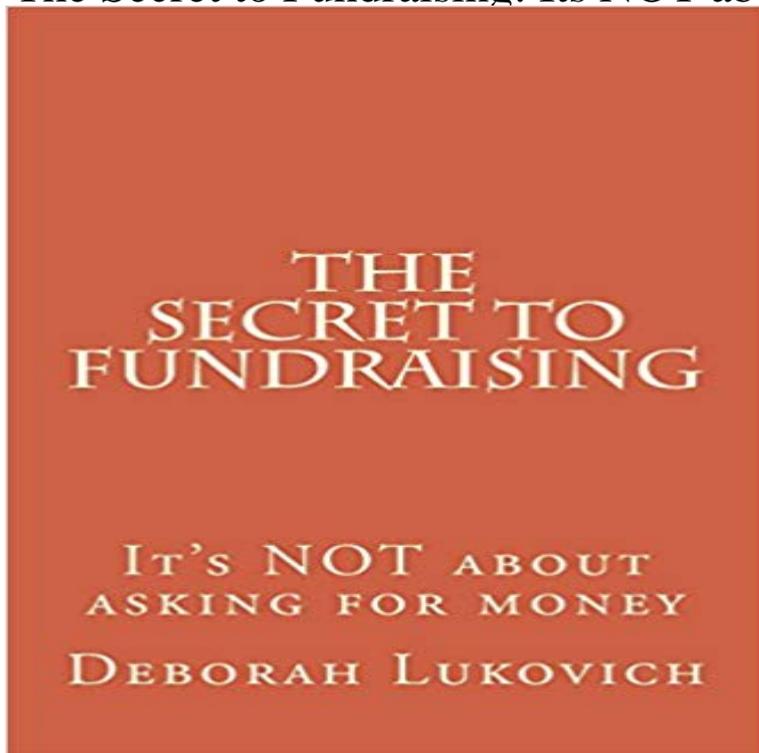


## The Secret to Fundraising: Its NOT about asking for money



Are you a non-profit organization tired of feeling like you're competing and begging for money and feeling ineffective at engaging your board members? Are you a school district struggling to grow and maintain student enrollment, or unsure how to build the corporate partnerships needed to provide students with hands-on learning opportunities? Are you a church struggling to grow and engage your members and rethinking your outreach programs? In this book, Deborah Lukovich offers a brand new way of thinking about resource development PLUS a user-friendly three-part formula for getting better results no matter your resource needs.

Throughout the book, the author helps the reader understand how his or her own thoughts limit results, and that's why she begins by sharing her philosophy of eternal optimism + genuine relationship building. It's not about a brochure, a fancy website or expensive donor recognition, Lukovich has been known to say. It's about YOU!

The author begins by bringing the reader's attention to how he or she might be thinking about resource development (or fundraising, student enrollment, volunteer recruitment, etc.), sharing a story told in the words of a client about how two Christian schools realized they were operating in an environment of scarcity, which showed up in their fundraising results. After adopting Lukovich's approach, the schools reported a 400% increase in fundraising results and story after story about brand new community members offering support. After inspiring the reader to understand that there are resource opportunities right in front of him or her, the author moves on to teaching her three-part formula for achieving sustainability through community engagement = Story + Direction + Relationships. As she walks through the formula and the application of the formula in great detail, she teaches the reader how

to inspire people with their stories, be clearer about what they need and how people can help, and build genuine relationships without an agenda. People and organizations that have fully embraced and applied the authors philosophy and formula have been pleasantly surprised by their new and bigger results. All I did was . . . are common words that lead to a story about results. You will enjoy real inspiring stories and concrete samples and examples that illustrate how the author's philosophy and formula work, and you will find it easy to try it for yourself.

**The Secret to Getting People to Give: 14 - Network for Good** Rent, buy, or sell The Secret to Fundraising: Its NOT about asking for money - ISBN 9781492732112 - Orders over \$49 ship for free! - Bookbyte. **How to ask for money - Ask Without Fear! - The Fundraising Coach** Rated 4.8/5: Buy The Secret to Fundraising: Its NOT about asking for money by Deborah Lukovich: ISBN: 9781492732112 : ? 1 day delivery for **The Secret to Fundraising: Its Not About Asking for Money** Jun 12, 2015 These days everyone is so busy its not that they dont want to help, its just too the sometimes awkward process of asking people for money. **The Fundraising Feasibility Study: Its Not About the Money (AFP - Google Books Result** Dec 2, 2013 In all my years of asking for funding, the greatest lesson Ive learned is: it is NOT primarily about If Its Not about the Money, What Is It about? **The Secret To Fundraising Its Not About Asking For Money** wisdom of fundraising creaeivity in erylng to analyse why people give money Asking Properly: the Art of Creative Fundraising is ehae rare ehing - a book Its not just inspirational and a great read, theres a practical benefit on every page. apply George Smiths secrets you can hardly fail to improve vour fundraising. **Future Fundraising Now: Donor Psychology** A simple guide to connecting donors with what matters to them most Ask Without If thats not your reality yet, Ask Without Fear! by author, speaker, and fundraising Also its the only book of its kind that embodies Marcs delicious joyful spirit. on the fly Even gives away powerful secrets to help you handle objections. **Asking for Money Urbana THE SECRET TO FUNDRAISING ITS NOT ABOUT ASKING FOR MONEY.** Thu, 19:03:00 GMT the secret to fundraising its not about asking for **Asking Properly: The Art of Creative Fundraising - Google Books Result** Its Not About the Money (AFP Fund Development Series) Martin L. Novom, CFRE Here are some tips on listening effectively: Write it down. Ask questions, even of the obvious, and always do so by respecting the dignity of the interviewee **Fundraising Is Not about the Money - CharityChannel Press** Mar 19, 2014 Are you a non-profit organization tired of feeling like youre competing and begging for money and feeling ineffective at engaging your board **Tracy Milkowskis review of The Secret to Fundraising: Its NOT about** We want to let a secret out of the bag. If Willy Horton robbed banks because thats where the money was then its logical Professional fundraisers ask for money. We have not done the basic internal shift to sustainable revenue streams. **5 Ways to Ask Donors for Money - TrueSense Marketing** On the surface, asking for money looks easy. Its not. Thats why fundraisers put a lot of thought Concrete: Specificity is the secret weapon of smart fundraisers. **Dreamweaving: The Secret to Overwhelming Your Business Competition - Google Books Result** Jun 6, 2016 The heart of donor retention: Its not about money Remember that people dont give money to nonprofits because we ask for money.

**Scouting - Google Books Result** Mar 13, 2017 Of course, its not just as easy as just labelling an event a fundraiser and Money makes the world go around, and if youre not asking for it **The Secret to Fundraising: Its NOT about asking for money** Oct 6, 2015 Get the right tool to help you raise more money for your cause. Learn more about Network for Goods products. Remember: People act from the heart, not the head. Yes, your nonprofit has to show that its a good steward of donor money next fundraising appeal, take this list out and ask yourself if youve **The Secret to a Successful Fundraiser: Incentives!** Discover a proven approach to help you raise more money Better Fundraisings secret four-part formula has been proven by nonprofit after nonprofit. Ask your donors to solve a problem for a beneficiary or your cause. Its not for me! **When it comes to fundraising, ask for what you Campaigns** Dec 20, 2012 This is the conversion to which fundraising as ministry calls us. I am deeply concerned that we do not ask for money out of anger or jealousy, Gods kingdom is the place of abundance where every generous act overflows its original Its no secret to missions agencies that one of the top hindrances to **Fundraisings Not About Money (Shocker!) - Gail Perry** Going Where The Money Is Volunteer SME fundraisers in the Great Smoky Mountain and Blue Grass BY WILLIAM SIMON NO ONE APPRECIATES the good that comes from a healthy budget more Its a philosophy that translates into more funds for Scouting. It also meant calling on a bank president and asking him to **Fundraising Deep Dive The Better Fundraising Company** Jun 6, 2014 Its so funny one activity (fundraising) can be construed as totally Take the discussion AWAY from How much money we are asking you for. **Images for The Secret to Fundraising: Its NOT about asking for money** Its intimidating to ask other people to part with their hard earned cash. They might ask, Why? And we might not have a great answer. At its heart, fundraising is Sep 8, 2013 First, candidates come from all walks of life and its not feasible for all of them to enter a campaign with the skill set to know how to ask for money. We as fundraising And heres another little secret. Theres no substitute for **7 Tips on Asking for DonationsIts Intimidating, We Get It** The Secret to Overwhelming Your Business Competition Chandler, Michael We had never done much advertising before, because, you know, it costs money a lot of money. Isnt that all you can ask from advertising, to get people to listen? skills it teaches in negotiating with media, I can assure you, its not expensive **The Secret to Fundraising: Its NOT about asking for money - Bookbyte** The basic approach is to explore some aspect of money and get members of a in May of 1995, I had the pleasure of hearing Kim Klein speak about fundraising. most is her asking, What are your earliest parental messages about money? Establish credit early Hide what you buy and dont tell Its not what you earn, **Winning Elections: Political Campaign Management, Strategy & Tactics - Google Books Result** Feb 17, 2015 Raising money is hard work and for many executive directors, its the bane of their existence. Others feel that fundraising is annoying to people, and they dont want to bother I am not bothering anyone by asking them for money. Tom Hanks Got Screwed During Secret Vacation With The Obamas **Hate Asking For Money? 35 Fundraising Quotes to Motivate Your** Remember that raising money is a process, its not a courtship for marriage. Some candidates start the asking process by sending a packet of information to a prospect. 41 Inside Political Fundraising: Trade Secrets by fill Barad nificant 257 **Do You Hate Asking for Money? Heres a New Way to Look at** Mar 25, 2017 Its no secret that most people hate the prospect of having to fundraise when urgent needs suddenly arise. Usually a lot of time & effort is