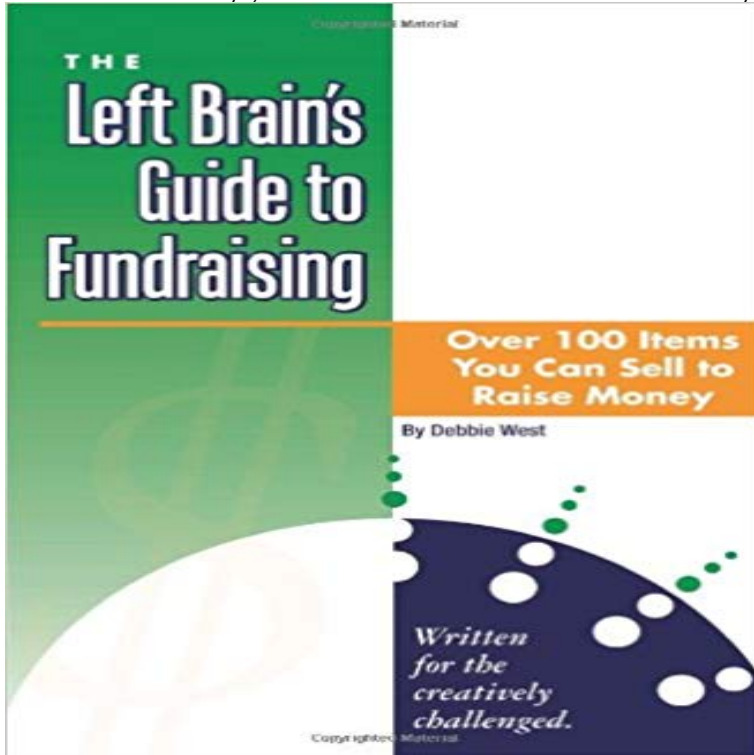


The Left Brains Guide To Fundraising: Over 100 items you can sell to raise money; Written for the creatively challenged.



The Left Brains Guide to Fundraising began with a simple desire to address a common problem in the world of fundraising: most fundraisers fail to generate much enthusiasm among their buyers and are therefore less successful than they could be. In fact, most fundraising participants including the volunteers who help shape them feel dragged into the process, instead of welcoming the opportunity to have some fun while helping their schools. One reason for this malaise is that many schools tend to repeat the same old fundraisers every year. Why does this happen? It takes time and a special kind of energy to explore new and exciting programs that will generate interest among supporters. Many fundraising committees consist of individuals whose strength is in executing plans versus thinking creatively about new possibilities (brain researchers call such individuals left-brain-dominant). Left-brained thinkers know how to calculate, process details, generate reports, present, and so forth. They think logically and linearly and in this fashion, they always get the job done. But often these committee volunteers fail in one mission critical way: by plunging into the details that they love, they never see the big picture around them. In the world of fundraising, they underestimate the crucial importance of the idea behind the campaign, and how that idea alone can turn the final outcome or big picture from something dreadful into something wonderful for all involved. The Left Brains Guide to Fundraising is a collection of right-brain inspired ideas that will put the word fun back into your next school fundraiser. These ideas are the result of outside-the-box thinking, and have been school-tested and participant-applauded. Whether you are new to the world of fundraising or you've spearheaded one in the past with limited success, the ideas in

this book will help open your mind to a world of new possibilities as you look to begin your next school fundraiser.

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