



Fundraising Mistakes that Bedevil All Boards (And Staff Too) (Revised and Expanded Edition)

Kay Sprinkel Grace

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When it comes to fundraising, a lot is obvious to professional fundraisers. You know, for instance, that you won't secure big gifts by writing letters. You know that special events can be an iffy way to raise money. You know you can't ignore individuals and rely solely on corporations and foundations. You know ... but do your board members and volunteers? Do they know what works in fundraising and what doesn't? Many don't, which is why *Fundraising Mistakes that Bedevil All Boards (and Staff Too)* is a great eye opener. Kay Sprinkel Grace dissects the wrongheaded thinking behind 44 of the most common mistakes in fundraising. Your board may think that publicity raises money, or that tax deductibility is a powerful incentive, or that it's impolite to ask for a specific amount. You know better. But until your board does, what's "obvious" to them can derail your progress. Nicely complements David Lansdowne's book, *Fund Raising Realities Every Board Member Must Face*.

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