



Ask Without Fear!: A Simple Guide to Connecting Donors With What Matters to Them Most

Marc A. Pitman

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IS FUNDRAISING FUN FOR YOU?

Are your board members beating down your door with new donors that are ready to make a gift? If that's not your reality yet, international fundraising trainer Marc A. Pitman's "Ask Without Fear!" is for you!

In this fun, easy-to-read book, he:

- Explains in a step-by-step, easy to remember process how to build authentic relationships with your donors -- and help them connect with your cause in the way that matters most to them!
- Identifies time-tested research tools to help you plan your fundraising campaign!
- Exposes the 7 most common fundraising mistakes -- and how to avoid them!
- Shows how to become skilled at indentifying a person's personality traits and tailoring your message to fit their personality -- even on the fly!

Perfect for nonprofit employees and board members, *Ask Without Fear!* helps you move your fundraising from a static, one-way, organization-centered monologue to a dynamic, donor-centered, two-way dialogue. This book gives you the tools to raise serious money for your favorite cause!

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Jill White:

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