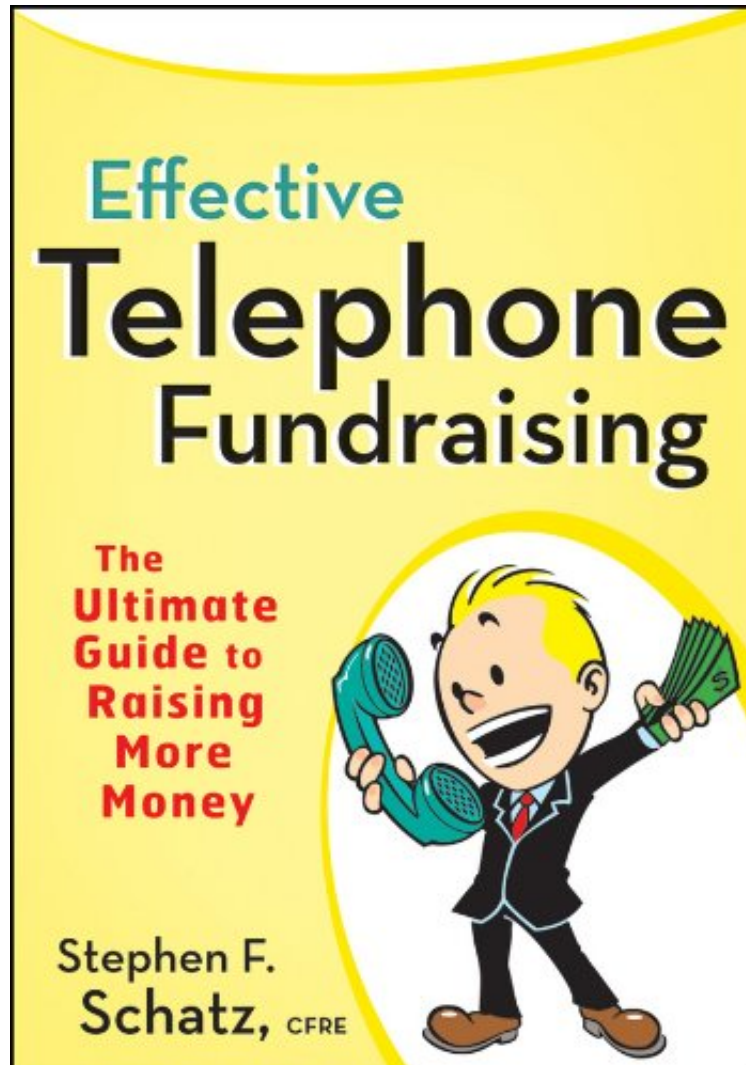


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# Effective Telephone Fundraising: The Ultimate Guide to Raising More Money

Stephen F. Schatz

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**Stephen F. Schatz : Effective Telephone Fundraising: The Ultimate Guide to Raising More Money** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Effective Telephone Fundraising: The Ultimate Guide to Raising More Money:

1 of 1 people found the following review helpful. A must-read for the writer who writes fundraising scriptsBy Susanna HutchesonThis is a book few people need. But, if you write fundraising telephone scripts, either for a living or for your organization, you'll write far better scripts if you read it.For example, you'll learn how to make proposals and counter proposals --- how to negotiate for the funds."Adding a counterproposal--a second ask--in a three-ask

negotiating strategy adds a substantial amount of complexity to an overall fundraising phone call. First, it is very difficult to hard script a three-ask strategy without it appearing to the prospect that it is indeed a very scripted solicitation, and that can significantly dilute its effectiveness. Second, it relies on the fundraiser's listening skills, intuition, and sensitivity in asking the kind of follow-up questions that are appropriate based on prospects' responses, and then to intelligently choose an appropriate level of contribution to ask for in the counterproposal [SIC]."You'll also discover some interesting things about the amount of contributions:"Please note, I have never, ever seen successful telephone fundraising efforts where amounts below \$25 were ever included in a "giving ladder," nor where fundraisers were coached or even permitted to ask for amounts below that number. Doing so will lower the overall sights of your campaign and will result in such a low average gift that even with the modestly higher pledge rates associated with broad participation, your bottom line dollars overall will not be enough to cover your expenses."There's more in the book than just writing the script. That's both good and bad. Writers, like myself, tend to like to get right in to the writing part. But, in fundraising, it's best to sneak up on the writing by way of the door of knowledge. That's what the author does. The book is rich with sample scripts. Unfortunately, the scripts don't follow the suggestions the author makes in the book. But, they're an excellent place to start. This book will save you lots of time and it will help you make sure you have effective fundraising scripts for your clients or your organization. The book is expensive, especially the Kindle version. But I must tell you that this is one book where I feel the book is worth the price --- it's an investment that pays big dividends. Highly recommended.-- Susanna K. Hutcheson 0 of 0 people found the following review helpful. Five Stars By J. M. Lee Learn from the Pro's... 0 of 1 people found the following review helpful. I would not recommend this book at By Sal Very basic book, not much information in it... Wastes a few chapters on email and DM which has nothing to do with this book. I would not recommend this book at all

An authoritative guide to boosting your nonprofit's bottom line through effective telephone fundraising Presenting a detailed structure for writing effective telephone call "scripts", Effective Telephone Fundraising explains the necessary and effective components of an effective call from beginning to end, and provides helpful hints, detailed examples, phrases to employ, phraseology to avoid, and a "road map/chart" for structuring effective call scripts. This how-to manual examines in detail the various stages of an effective telephone call from identifying the prospect and introducing yourself; getting through screens and talking to the decision maker; developing rapport and a creating two-way conversation; explaining the purpose of your call; making a proposal to the prospect; the process of negotiation and effective closing strategies; results of the negotiation; and ending the call. Examines in detail a systematic way of dealing with objections Deflection/decision deferral strategies, along with psychological motivators for giving over the telephone Reveals how to assess the giving potential of prospects Includes sample scripts or call outlines Effective lines that could immediately be incorporated into existing telephone fundraising strategies to improve results A complete, start-to-finish guide for successful telephone fundraising, Effective Telephone Fundraising helps you structure effective call scripts for your nonprofit's best advantage.

From the Back Cover It's all about the call. Despite the advent of sophisticated fundraising methods via the Internet, social media, and other online platforms, the bottom-line truth is: good old-fashioned telephone fundraising still works, bringing in over one billion dollars annually from generous Americans. It's a wellspring of untapped funds your nonprofit could be reaping. Savvy, straightforward, and humorous, Effective Telephone Fundraising: The Ultimate Guide to Raising More Money shows you how to secure more donors, raise more money, and build donor loyalty; all by restoring phone fundraising to its rightful place at the top of your donor development strategies toolbox. Drawing on his experience as cofounder of a direct mail/telephone fundraising service bureau that raised tens of millions of dollars in over twenty years, author Stephen Schatz shares his donor-centered fundraising secrets, including: Which script approach is best? The Three-Ask strategy The 4 Cs of effective case making Closed- and open-ended questions Setting the stage for the counterproposal The close Dealing with objections Writing, refining, and testing your script This ultimate insider's guide to telephone fundraising is most emphatically not telemarketing 101, or a resource on data segmentation, or a book on running a call center. It's just about the call, equipping you with simple, easy-to-do tips and techniques for effective phone calls that raise lots of money. Today, a lot of people are receiving a lot of calls for contributions to a lot of organizations. Don't get left behind! Put an end to dead-end phone calls with Effective Telephone Fundraising and discover how your organization can harness this powerful approach to telephone fundraising with big results. About the Author Stephen F. Schatz, CFRE, cofounded The Development Center; one of the country's preeminent direct mail/telephone fundraising service bureaus; in 1982. He guided its growth with hundreds of clients and multi-million dollar revenues. For over twenty years, The Development Center represented some of the nation's most prestigious nonprofit organizations, particularly colleges, universities, museums, performing arts organizations, and healthcare institutions. He was also a founding trustee and chief operating officer of the ePhilanthropy Foundation, the world's most prominent organization promoting ethical online fundraising, education, and best practices.