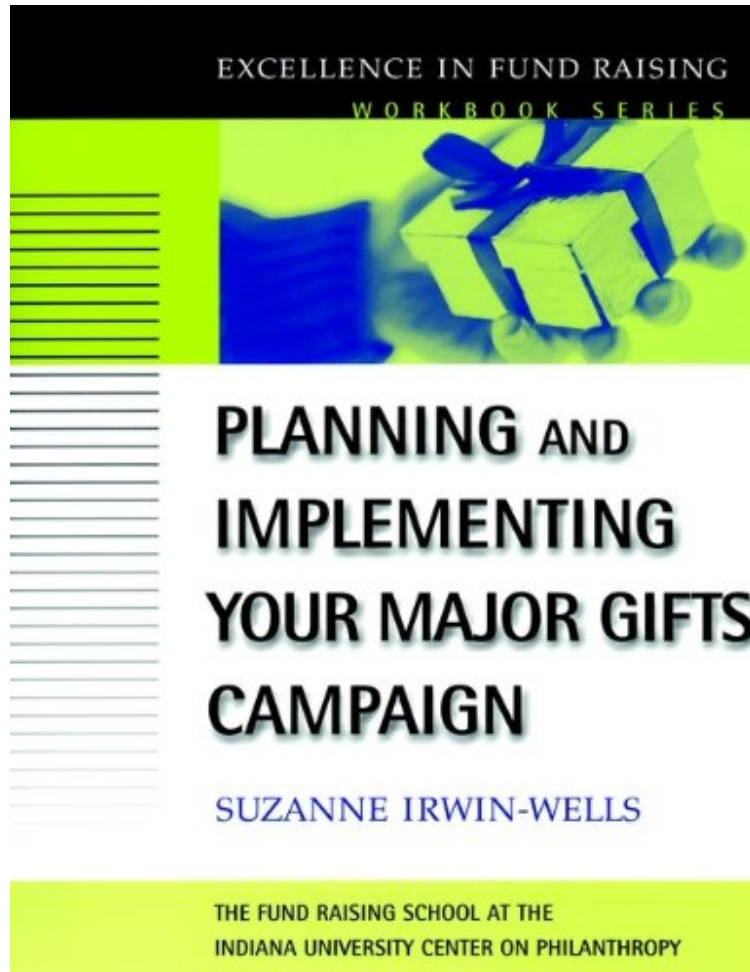


Planning and Implementing Your Major Gifts Campaign (J-B Fund Raising School Series)

Suzanne Irwin-Wells

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Suzanne Irwin-Wells : Planning and Implementing Your Major Gifts Campaign (J-B Fund Raising School Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Planning and Implementing Your Major Gifts Campaign (J-B Fund Raising School Series):

6 of 7 people found the following review helpful. Everything I wanted to know about major gifts in one book. By ArtlvrII read this terrific workbook in one sitting - it is very readable, interesting and well-designed. The worksheets are very clear and practical. I can't wait to put the tips and information into practice. I learned a lot and I feel inspired. I know I'll be referring to this book continuously. Major gifts fundraising doesn't seem quite so intimidating now!

Planning and Implementing Your Major Gifts Campaign is part of the Excellence in Fund Raising workbook series. This much-needed guide is designed to help fund raisers demystify the process of major gifts fund raising and conduct

a major gifts campaign that will get results. Using an accessible workbook format, Suzanne Irwin-Wells, a well-respected fund raising expert, shows step by step how to identify prospects, select and train volunteers, increase the confidence of solicitors, and plan and implement an effective major gifts campaign. The book is filled with helpful worksheets, checklists, and real-life examples.

"...is a book that every development officer and board member should read." (CharityChannel.com, 2/19/03) "This handy book makes major gifts fund raising doable. The step-by-step approach, the worksheets and the real-life stories provide professionals and volunteers with a clear roadmap to success." mdash; Andrew Eber, executive director, Marin Community Health Foundation "An accessible handbook loaded with practical, tried-and-true information about major gifts fund raising, delivered in a hands-on and witty style. This is a perfect book to share with your campaign volunteers and staff alike." mdash; Marcia Slackman, director of major gifts, The Gorilla Foundation "A practical and ready-to-use workbook. It provides form and structure to what can seem an overwhelming undertaking. I particularly recommend it for people who have not done major gifts campaigns before." mdash; Kim Klein, publisher, Chardon Press and Grassroots Fundraising Journal

From the Publisher "This handy book makes major gifts fund raising doable. The step-by-step approach, the worksheets and the real-life stories provide professionals and volunteers with a clear roadmap to success." mdash; Andrew Eber, executive director, Marin Community Health Foundation "An accessible handbook loaded with practical, tried-and-true information about major gifts fund raising, delivered in a hands-on and witty style. This is a perfect book to share with your campaign volunteers and staff alike." mdash; Marcia Slackman, director of major gifts, The Gorilla Foundation "A practical and ready-to-use workbook. It provides form and structure to what can seem an overwhelming undertaking. I particularly recommend it for people who have not done major gifts campaigns before." mdash; Kim Klein, publisher, Chardon Press and Grassroots Fundraising Journal