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The Fundraiser's Guide To Irresistible Communications



Synopsis

The Fundraiser's Guide to Irresistible Communication reveals ways of communicating that are proven to motivate donors to give generously, wholeheartedly, and repeatedly. Jeff Brooks, one of America's top fundraising writers, takes you on a step-by-step tour of the unique strategies, writing style, and design techniques of irresistible fundraising messages. This easy-to-read and entertaining book will help you skip years of learning curve and start writing, designing, and thinking like a seasoned fundraising pro on the very next project you tackle. Whether you're new to fundraising or a battle-scarred veteran, this go-to resource will boost your confidence, your career, and your revenue. Complements Tom Ahern's book, *Seeing Through a Donor's Eyes*.

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Customer Reviews

If you don't do anything else today, take a moment and order this gem. In fact, order several copies - especially extras for your CEO, program folks and key board members. I guarantee it'll soon have a dog-eared, underlined and well-worn place on your bookshelf providing tested ammunition to counter all the copy-related nonsense you encounter. Not only is Jeff's Guide jam-packed with practical advice on copywriting (long vs. short messages...grammar for fundraisers...the importance of being urgent...not to mention the importance of being plain, corny and obvious) it's written by a leading advocate of donor-focused fundraising. It's no wonder that some of the best in the business are raving about Jeff's new book. Copy genius Tom Ahern calls Jeff's book "an instant classic that will be read and re-read obsessively by the fundraisers of this world." Katya Andresen [the brilliant

Chief Strategy Office over at NetworkforGood and author of "Robin Hood Marketing" describes Jeff's Guide as "A fundraiser's breakfast of champions--bread-and-butter fundraising wisdom based on years of experience." And fundraising veteran Stephen Hitchcock, former CEO of Mal Warwick & Associates and author of "Open Immediately: Straight Talk on Direct Mail Fundraising" says, "This brief book is packed with practical advice and research to back it up. It's a delight to read as well." Stephen also suggests "Give this book to everyone in your organization--and to your best board members." In a world where too many pay lip service to becoming 'donor-centric' while failing to put it into practice, Jeff gives us the "why" and "how" of creating copy that puts the donor first and foremost. Here's his advice: "Here's what's most important to remember.

This brief paperback is packed with gems. Wisdom. Inspiration. Creativity. More importantly it is direct and honest. \$22 for this little paperback, you gotta be kidding! I assure you. This quick read is worth your money, your organizations budget and your precious time. Every volunteer, committee or board member is certain they know how to raise money. Worse yet, your executive director, president, Dean, board chair knows best. Early on in the book, Mr. Brooks equips you to work with self-appointed well meaning philanthropy geniuses. He says, "Fundraising is a profession. It has a body of knowledge and a set of principles. It's not a jerry-rigged monstrosity created by amateurs and volunteers. It's not a dumbed-down version of commercial marketing." From here he launches into reminders of what you do and why. What raises money and what does not? The topic is direct mail. But reminders abound of the importance of the case, the donor, the solicitation and stories. You find yourself eager to start the next appeal letter. Or just to sit down and read the book again to bathe in the supportive and familiar and ponder at the permission Brooks gives to lighten up and be real. To grin from ear to ear as he debunks all the shared myths. Has he been in the hallways of your workplace! Wow, you are not alone and defenseless. You will not be surprised that donors are your heroes. But do you know to ask 6 or 7 times, make the letter long and ignore grammar? That the PS always gets read? This book is not espousing fundraising art or philosophy. It is a pragmatic unabashed guide about what you need to do to raise money. Veteran Brooks clearly outlines pragmatic tested tactics that have brought in gifts over time. You may not like them or believe them, but you must use them because they work.

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