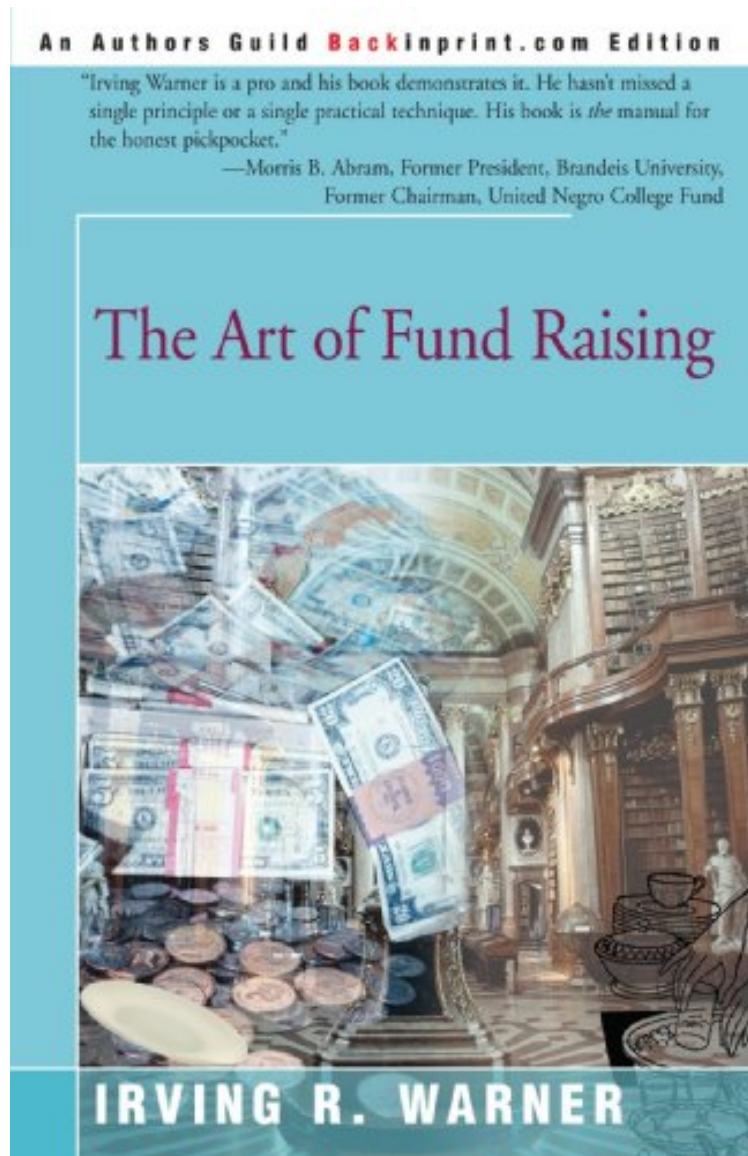


# The Art of Fund Raising

Irving Warner

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**Irving Warner : The Art of Fund Raising** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art of Fund Raising:

1 of 1 people found the following review helpful. Outstanding book!By Paul M. SheldonI first encountered "the Art of Fund Raising" in 1979, when the author helped to start my career as a fund raising consultant. Over the last few decades, the principles and practices in this inspiring volume have enabled me to help raise millions and millions of dollars for dozens of organizations. Its contents are as relevant today as they were when it was written. Though the

examples and the gender-based language may reflect the author's experience of a prior era, the wisdom and insight are timeless. I highly recommend this very useful book to any board or staff member of a non-profit organization, or anyone else seeking to raise funds for any endeavor. Chapter Two is worth millions!

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By James Miller I was very satisfied, It is excellent. Very informative. Every fundraiser should read this book. It is a very small book with big idea. 9 of 10 people found the following review helpful. Excellent Reference Work.

By A Customer The Art of Fund Raising tells you nothing about "turn key" operations in development, nothing about "mass mailings." Warner tells you, in his wonderfully simple and very eloquent writing that fund raising is about giving of yourself to help people find what is best for them. He explains that fund raising is the very essence of humanity, and its only money that gets in the way. Your job is to take Warner's work and interpret fund raising and use your own contacts and skills for your clients. I refer a lot to the Do's and Don'ts section and especially enjoy his often humorous, and very insightful "It happened to me, don't let it happen to you" section. 35+ years of experience and hundreds of satisfied students, readers and clients can't be wrong. Enjoy

This, the classic primer on fund raising, has been used as a textbook in college courses throughout the United States. Irving Warner is a columnist at the Chronicle of Philanthropy and is on the board of advisors of New York University Center for Philanthropy and Fundraising. He is an acclaimed guru in the fund raising world.

"He hasn't missed a single principle or a single practical technique. His book is the manual for the honest pickpocket." -- Morris B. Abram, Former President, Brandeis University, Former Chairman, United Negro College Fund

About the Author Irving Warner has worked with more than one hundred non-profits as a consultant and has been honored as Professional of the Year by the National Society of Fundraising Executives. He is a principal of Warner Marketing in the Netherlands.