



The Artful Journey Cultivating and Soliciting the Major Gift

William T. Sturtevant

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Here is the first really practical book on major gift fundraising. You'll find a step-by-step guide to ensuring effective cultivation and a successful ask. The book promises a fail-proof roadmap-and it delivers. Sturtevant is a master gift-crafter and practitioner. He is one of the most highly esteemed in his field. His involvement in millions of dollars of gifts provides credence to the assured design he writes about in this book. Low on philosophy, high on nuts-and-bolts-the book fills an urgent void. Major gifts is one of the most important factors in philanthropy. Sturtevant is a gifted writer. He weaves his remarkable experience throughout the book with ample true stories and life situations. They punctuate his thesis. There is an extensive review of prospect management and strategic cultivation, including a specific checklist for implementation. The methodology is fail-proof and makes certain you keep on track. If you are already a gifted solicitor, you'll want this book to make you better. If you're just beginning, this will launch you on to sure success. It will tell you what's important and how to prepare for the solicitation. This book will guide, direct, and inspire. It is a landmark addition to this critically important aspect of fundraising. It is perfect for both staff and volunteers.

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